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OFFERMATIC UNVEILS THE FIRST MARKETING CHANNEL THAT BRINGS GUARANTEED NEW AND PROFITABLE CUSTOMERS TO OFFLINE MERCHANTS

Game-changing model provides unprecedented targeting capabilities in online-to-offline commerce combined with closed loop redemption

SEPTEMBER 21, 2011 (SAN MATEO, CA) — Offermatic, delivering targeted offers based on members' purchase history, today announces the launch of OfferMatch™, the first true pay-for-performance marketing channel that brings guaranteed new and profitable customers to any offline merchant.

Offermatic uses advanced targeting to send relevant offers to its members, based on their actual purchase history. Offermatic is now launching the unique ability for merchants to send dynamic offers - offers based on the predicted lifetime value (LTV) of a potential customer. Tying the value of an offer to the value of a customer is a major innovation in direct marketing, and only possible thanks to Offermatic's unique dataset. Here is an example of [merchant reporting \(http://offermatic.com/dashboard\)](http://offermatic.com/dashboard)

"This is the future of marketing: A customer who is worth \$500 should receive a better offer than one worth \$50," said Faisal Qureshi, Founder and CEO of Offermatic. "Because we're sending offers based on actual purchase history, we can guarantee that we deliver only new-to-file customers who are highly likely to be profitable over time."

The innovative model even goes beyond guaranteeing new-to-file customers. Merchants can also optimize customer lifetime value (LTV) post-acquisition with targeted retention offers to customers who are lapsed or inactive, but are still shopping in the category with other merchants.

Offermatic members have received offers from brands such as Kmart, Subway, Sports Authority, Nordstrom, Fandango, Drugstore.com, Amazon and many more.

"We've never been big believers in the more traditional deal and offer sites," said Erik Lautier, Director of Ecommerce at Lacoste US. The margin hit is usually severe and there's little in the way of feedback or redemption loop. What we find compelling about Offermatic is the focus on personalized targeting over the shotgun approach."

Offermatic is pioneering a new marketing model that changes how consumers save money, and how merchants acquire customers in a highly targeted, personal way. Consumers connect any credit or debit card to Offermatic's free online service to

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receive highly targeted offers based on their actual spending history. Customers then shop as they normally would, in any store offline or online. Since the offers and savings are loaded directly to their card, there are no coupons or vouchers to deal with. Merchants can personalize offers based on individual behavior and spending habits.

Getting started with Offermatic is easy – there's no integration or implementation required on the merchant side. Offers are private, and matched to customer quality based on predicted LTV rather than a one-size-fits-all model. Offermatic closes the loop for merchants by showing how many new customers become frequent, loyal customers, and merchants can create stacked rebates to drive loyalty and repeat purchases from day one.

For more information, and to get started today, please visit
<http://offermatic.com/merchant>