

**C O N C E P T   S H O P P I N G**

Contact:  
Bob Bregenzer  
Inverness Communications  
(847) 682-2854  
bob@invernesscommunications.com

FOR IMMEDIATE RELEASE

**CONCEPT SHOPPING INTEGRATES PERSONAL DIGITAL AD CHANNELS**

Shoppers receive consistent, relevant messages across multiple platforms

Lisle, Ill, March 18, 2008 --- In order to deliver a single targeted message to consumers across multiple digital touchpoints, Concept Shopping today announced the first-ever integration of personal digital ad channels and the company's Automatic Marketing™ program.

Instead of adding to the clutter of low-value, often inappropriate offers with which consumers are inundated; Concept Shopping uses purchase history to pre-filter offers tailored for each shopper. The offers are delivered through any of the convenient personal digital ad channels including:

- Mobile
- In-store kiosks
- Search
- Personal email
- Personal URLs (PURLs)

The relevant offers are linked to each shopper's frequent shopper loyalty card, require no coupons and are automatically redeemed by simply using the card at checkout. Consumer purchase response to these personalized offers has been significantly higher than with traditional coupons.

"By combining our relevance marketing and couponless redemption experience with the reach, convenience, immediacy and efficiency of multiple personal digital ad channels, we are able to provide shoppers with valuable, easily redeemed offers that have been filtered based on their prior purchases," said Joe Battoe, chief executive officer and co-founder of Concept Shopping.

"While most marketing programs focus on analysis and issuance, we help our retail and marketing customers sell more products by using digital messaging and relevant offers to break through the advertising clutter and actually execute the offers," Battoe added.

"Concept Shopping's approach finally gives retailers a way to use all of the shopper purchase data they have been collecting and managing," said Ed Hill, former retail executive and current lecturer in the Food Marketing Program at the University of Southern California. "Without efficient execution, all of this data and analyses won't increase sales and profits."

## CONCEPT SHOPPING PRESS RELEASE

"The ability to target and reach individual shoppers based on their purchase history - even down to pack size preference - gives us a promotional advantage," said Al Hermsen, director of customer marketing for Cadbury Schweppes Americas Beverages."

The breadth of personal digital ad channels combine to give marketers expanded reach and reinforcement. Outside-the-store channels - such as mobile and online - reach consumers prior to shopping and influence a shopper's choice of store to visit. In-store kiosks reach shoppers as they enter the store to reinforce prior messages and significantly improve redemption rates and total spending during the shopping trip.

### **About Concept Shopping**

Founded in 1998, Concept Shopping, Inc. is a Lisle, Ill. marketing firm that improves sales for retailers and marketers through the execution of relevant marketing programs based on the purchase history of individual shoppers. The firm's Automatic Marketing™ program, which has been used by over 100 brands, includes shopper purchase data analysis, offer selection and communication, and redemption. For more information, visit [www.conceptshopping.com](http://www.conceptshopping.com).

###

Concept Shopping  
901 Warrenville Rd. Suite 104, Lisle, IL 60532  
[www.conceptshopping.com](http://www.conceptshopping.com)  
630-963-7670