

INDEPENDENT RESEARCH FIRM CITES KOBIE MARKETING AS A LEADER AMONGST LOYALTY PROGRAM SERVICE PROVIDERS

Top rankings earned for loyalty technology platform, program management services, and customer satisfaction.

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Kobie Marketing was ranked by independent research company, Forrester Research, Inc. as a leader amongst top loyalty program service providers. Findings were recently published as part of a comprehensive assessment of customer loyalty program service providers in The Forrester Wave™: Loyalty Program Service Providers, Q1 2012.

Within the WAVE™ report, Forrester Research ranked Kobie Marketing among five other vendors across sixty selection criteria. Kobie Marketing was cited as a loyalty program service “leader”, which is Forrester's highest ranking for a Wave evaluation. Forrester Research, Inc. evaluated vendors as part of a rigorous primary research initiative that took into consideration each vendor's current offering, strategy, and market presence. Kobie Marketing received the highest scores for its technology platform, integration capabilities (tied), program management services, and most importantly to us, its customer satisfaction.

Notably, the Forrester Wave™ states, Kobie Marketing “provides a very strong full-service offering for nearly all of its clients” and “Kobie received exceptional feedback from clients and the highest satisfaction levels overall.” Kobie also received the highest score amongst evaluated vendors in the overall strategy category.

"For us, being recognized in the first loyalty industry Wave™ from Forrester is both an honor and a privilege," said Michael Hemsey, President of Kobie Marketing. "For Forrester to rank Kobie as a Leader, we believe reflects what our entire team strives to deliver to our world-class clients: best-in-class client service, consistently delivering on all of our promises; a powerful, highly flexible and scalable real-time technology platform Alchemy™; along with comprehensive strategic and creative services that deliver bottom line customer results. We will continue to work hard and lead the market as the provider of choice in

the loyalty industry."

Forrester Wave™ Methodology included primary research of vendors that met comprehensive loyalty service offerings based on an in-depth review of user need assessment, and vendor and expert interviews. After an initial evaluation, Forrester identified selection criteria, which included breadth of loyalty services spanning real-time, flexible technology, strategy, program management, and analytics and support for the entire loyalty life cycle.

Forrester required that vendors demonstrate market momentum which was defined as having an installed base of at least 15 loyalty program customers, at least \$25M in loyalty service revenue, having served customers across three or more industries, and the volume of inquiries received by Forrester regarding each vendor.

Forrester Research subscribers can read the full Forrester Wave™ report and the rankings for each loyalty service provider at <http://bit.ly/w5z1Vv>

ABOUT KOBIE MARKETING

Kobie Marketing is the loyalty experience company, delivering end-to-end loyalty - strategy, technology, and program management. For over 20 years, Kobie has delivered innovative strategic loyalty programs to the world's most successful brands. Kobie's clients enjoy incremental revenue, product and household penetration, and brand advocacy. Kobie also delivers Kobie Alchemy™, a best-in-class loyalty marketing technology platform.

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