



FOR IMMEDIATE RELEASE

Invisipon Reinvents 125 Year Old Coupon Industry

Gainesville, GA – 06/03/2013 – Invisipon, Inc.

Invisipon, Inc., announced today that it has developed an application programming interface (“API”) for integration into a retailer’s point-of-sale (“POS”) system; and, through its patent-pending technology, will alleviate any and all effort required by consumers to receive and redeem coupons at participating retailers.

Invisipon has merged some of the core efficiencies of companies like Match.com™ and e-Bay™ and applied them to the coupon industry to enable major transformation of a market which has remained relatively unchanged since Coca-Cola™ introduced the first coupon in the late 1800’s.

Coupon Use and Redemption is Automated for the Consumer

Much like websites such as Match.com™, after completing a simple, 5-minute on-line Invisipon profile, any consumer may visit participating retail stores to redeem coupons that have been deposited into the consumer’s Invisipon account by retailers and manufacturers based upon that consumer’s specific profile and prior purchase history. Invisipon eliminates clipping, printing or uploading of coupons to various loyalty cards. After viewing the list of available coupons from the consumer’s Invisipon web account or mobile app, all the consumer need do is select the products at the store and then present his/her Invisipon ID at checkout. Invisipon’s API then takes over, working very much like a credit card transaction. With a single scan or entry of the Invisipon iCard number, the retailer’s POS links to Invisipon’s server, uploading the list of products being purchased. Once received, the Invisipon System sends a response back to the retailer’s POS system and automatically applies the face value discount of any coupons the consumer has available in his/her account for the products being purchased. While establishing a more personal relationship between consumers and coupon issuers, consumer privacy will always be a top priority for Invisipon. The company does not share personally identifiable information with anyone under any circumstances.

Retailers Will Improve Cash Flow and Save Money

Retailers will benefit greatly by leveraging Invisipon’s manufacturer relationships. Traditionally, when a retailer accepts a paper coupon, the retailer is in effect extending an interest-free loan for which it must wait 30-45 days to recoup payment from the manufacturer. More often than not, the retailer doesn’t even receive 100% of its money back due to unreadable or fraudulent coupons that were inadvertently redeemed. With Invisipon, the manufacturer is debited overnight following coupon redemption and reimbursement is processed within 3 business days, thus freeing up much needed working capital.

Manufacturers Improve Efficiency with Targeted Demographics and Audiences

Through Invisipon, manufacturers have a tool to reach specific demographic audiences, choosing who, when, where, and how many times a coupon can be redeemed giving them 100% control over their redemption. After querying the

Invisipon consumer database, manufacturers can select the specific target audience to whom they wish to distribute coupons. Because Invisipon captures purchase data for each consumer, a manufacturer can also elect to exclude from its coupon distribution any consumer who is already purchasing the manufacturer's product. On the other hand, a manufacturer wanting to maintain that consumer loyalty may elect to specifically target consumers who are in fact already purchasing their product.

Another unique feature of Invisipon for manufacturers is distribution of a coupon to the entire consumer database, but with a limited quantity available for redemption. Once the total number of available coupons remaining falls to 5% or less, the consumer sees an alert message directly on the digital coupon itself, alerting them that the coupon may expire earlier than indicated due to a diminishing supply. The goal of this approach, much like the eBay™ system, is to entice the consumer to head to the store earlier than he or she may have planned in order to take advantage of the coupon. Once the coupon hits its expiration date or reaches its maximum redemption total, the coupon is automatically and instantly removed from all Invisipon consumer accounts.

Invisipon has developed its first API with LOC Software's SMS point-of-sale system. LOC Software can be found in over 8,000 independent supermarket and pharmacy locations throughout the U.S. and Canada. Invisipon is finalizing API's on several other POS systems, including Toshiba Global Commerce Solutions' SurePos ACE system which is found in approximately 70% of all supermarkets in the U.S.

Invisipon is currently in closed-beta testing and is set to formally launch to a number of retail locations in July, 2013.

About Invisipon, Inc.

Invisipon is a consumer-focused, digital coupon distribution and redemption technology company. Invisipon provides a vehicle for connecting consumers, retailers and manufacturers to ensure that coupons are delivered to the consumers that meet the criteria of a coupon campaign as evidenced by the consumer's profile and purchase history. Invisipon automates coupon delivery relieving consumers of the task of locating coupons. Invisipon is based in Gainesville, GA.

For additional information, please contact Invisipon at contact@invisipon.com or visit our web site at www.invisipon.com.

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