



PRESS RELEASE FOR IMMEDIATE RELEASE

Invisipon Launches New Digital Coupon Technology Platform

Gainesville, GA – 04/01/2016 – Invisipon, Inc.

Invisipon, Inc., announced today that it has completed beta-testing and released its new digital coupon technology platform at Fareway Stores, a \$1b+ supermarket chain in the Midwest with 112 locations. Invisipon™ is a patent-pending digital coupon system that automatically injects manufacturer and store coupons from a consumer's cloud-based Invisipon account directly into the retailer's point-of-sale system during checkout without any effort on the part of the consumer.

Historically, most coupons have been delivered via the Sunday newspaper and required consumers to cut them out and carry them to the store to redeem the discounts. Since the late 1990's, coupons have been available via the Internet where a consumer can print them out on a home printer. Many retailers have also developed add-to-card systems that allow a consumer to login to a website and digitally attach coupons to a loyalty card. While these advancements have resulted in a modest increase from the one percent (1%) redemption rates associated with Sunday newspaper coupons, the consumer is still tasked with locating the offers and either printing them or adding them to a loyalty account. Many consumers simply don't take the time to perform these tasks resulting in an annual grocery savings loss of over \$800 per household.

With Fareway's implementation of the Invisipon™ Digital Coupon System, Fareway consumers will no longer be tasked with locating, printing or adding coupons to a loyalty card. Upon signing up for Invisipon™, manufacturer and store coupons are automatically deposited into the consumer's account based upon their unique profile, redemption history and other metrics the coupon issuer may wish to employ. Consumers can view the offers available to them via the Invisipon™ mobile app or website. At checkout, the consumer simply allows the cashier to scan the consumer's unique barcode from the mobile app, key in the consumer's phone number, or swipe a consumer's loyalty card. Via Invisipon's patent-pending point-of-sale integration, every coupon in the consumer's Invisipon account that matches a product being purchased is applied to the total in under 300 milliseconds providing the consumer with immediate savings.

Fareway's implementation of Invisipon™ will also eliminate another significant inconvenience for grocery shoppers by matching manufacturer coupons with existing in-store sales. When the Invisipon™ System sees an item on sale in the store and a manufacturer coupon also exists for that item, the System joins both offers together relieving the consumer from the task of matching the retailer's weekly sale ad items with manufacturer coupons to maximize savings.

“Since 1938, Fareway has enjoyed bringing great value and quality food to our customers,” said Scott Beckwith, C.A.O. of Fareway Stores. “It’s important for us to provide a great shopping experience for every customer. We’ve made digital coupons easy to use for that reason. “

“Partnering with Fareway Stores for our initial launch was a perfect match for us,” said Bill Moffitt, Co-Founder and C.E.O. of Invisipon. “Fareway’s long-standing commitment to providing its customers great value along with deep discounts makes Fareway an excellent proving ground as we now look to expand the program into thousands of supermarket and pharmacy locations nationwide.”

Invisipon has already signed several major consumer packaged goods companies to inject coupons into the System, including its most recent signing Kimberly-Clark. Kimberly-Clark is a \$21b consumer packaged goods company that manufactures popular brands such as Huggies®, GoodNites®, Pull-Ups®, Cottonelle®, Viva®, Scott® and many others.

Customers can sign up on the web by visiting www.invisipon.com. Customers can download the Invisipon™ mobile app from either the Apple App Store® or the Google Play Store®.

About Invisipon, Inc.

Invisipon is a consumer-focused, digital coupon distribution, redemption and reimbursement 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, redemption history and other key metrics. Invisipon automates coupon distribution relieving consumers of the task of searching for, printing or adding coupons to a loyalty card. Invisipon is based in Gainesville, GA.

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Source: Invisipon, Inc.