

Cardmobili Launches Mobile Loyalty and Member Service in Canada

Service Consolidates Membership, Loyalty, Rewards and Association Cards Directly into Consumer Mobile Devices

Porto, Portugal and Minneapolis, MN – September 1, 2010 – Cardmobili, a leading provider of mobile loyalty and member services, today announced its expansion into Canada.

“After successfully launching the service in Europe and in the US we now focus on Canada where loyalty programs are widely used and appreciated by consumers. Cardmobili delivers a comprehensive service that will please both Canadian consumers and Merchants looking to extend their programs to mobile devices.” said Jeff Seabloom senior vice president of U.S. operations for Cardmobili.

Cardmobili (www.cardmobili.com) is a free service that allows consumers to consolidate all of their loyalty, membership, rewards and association cards and valuable information (regardless of type) directly into their mobile phones. The service supports all major smartphones, including iPhone, iPod and iPad (<http://itunes.apple.com/app/cardmobili/id369235886?mt=8>), Android and Windows Phone operating systems. The service also supports Java-based phones, including popular models from Samsung, Nokia, LG and Motorola.

Cardmobili provides a simple and convenient service for consumers to access loyalty and membership cards stored on the mobile device anytime and anyplace. Holding the largest collection of cards worldwide, users can select and update account information for more than 1,500 programs and memberships, or choose to add their own custom card online at www.cardmobili.com. For Canada only the database holds 100+ different programs/cards ready to use by consumers. The service is adding more cards every day based on direct feedback from consumers and social networks. Cardmobili ‘s popularity is growing with thousands of users worldwide.

Cardmobili directs its offers to the merchants as well by providing standard interfaces to ensure seamless integration with merchants’ CRM systems thus enabling any program with mobile functionality for loyalty and marketing programs as well as promotions, brand awareness and direct communication to consumer’s mobile devices without the need for major investments in systems and infrastructure.

Mobile loyalty programs bring several advantages for card issuers: on-boarding fee reduction by up to 88%, increased customer interaction, including recognition and incentives for segments of customers. They also offer the opportunity to drive retail traffic and brand preference with targeted paper-free vouchers, promotions and rewards.

A short video about the Cardmobili service is available at: <http://www.youtube.com/watch?v=YHOMPik1Yc>

About Cardmobili

Cardmobili is a leading provider of mobile loyalty service that improves customer engagement, communication and purchase frequency for retail brands and membership organizations. As a front end application for mobile devices, Cardmobili enables consumers to access their loyalty, rewards and membership information without carrying the physical card. Cardmobili’s loyalty and membership cloud is an interactive service that ties directly into card issuers’ databases, connects consumers via social media channels and provides a variety of interactive channels to optimize the effectiveness of loyalty programs. More information about Cardmobili is available at www.cardmobili.com.

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