

Kynetx Loyalty Apps

Maximize Your Loyalty Program:

Pump up the power of your loyalty program with a leading-edge App strategy. Increase purchase frequency and customer satisfaction by leveraging patent-pending Kynetx Loyalty Apps for tight, context-sensitive and cross-platform interaction with your loyal members.

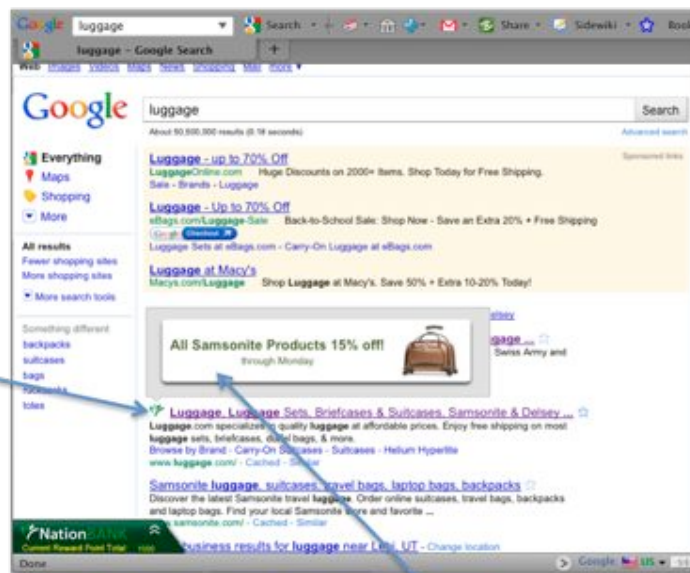
Responsive Apps that Communicate in Context:

Once your customers download your branded app, you can take advantage of a tightly-linked conduit to communicate in highly-interactive, personalized and context-aware ways. Using a Kynetx Loyalty App, you can offer your customers ground-breaking convenience and tools like:

1) Search Engine Annotation:

The average user visits a major search engine over 88 times a day and the home page is often the most frequently used doorway into the Internet. The problem is carving out attention in a search engine for your loyalty program is expensive and can be hit-or-miss in terms of efficacy. With a Kynetx App loaded in a user's browser, customers can see relevant merchants, locations or products all from within search results. By clicking on an icon of your logo, they can also see specific offers for that site. And, because Kynetx enables cross-site functionality, the same annotation and interface can show up on *any* search engines using the same app.

When searching, App users see your program icon next to participating merchants in search results.



Mousing over the icon opens a list of exclusive offers from that merchant.

2) Real-time Reward Scoreboard:

Do you use points or count purchases for your Loyalty Program? Stimulate sales or spending by reminding customers of their account balance across any site or device. Program prompts based on reward totals can help encourage customers to maximize points or purchases based on their context.

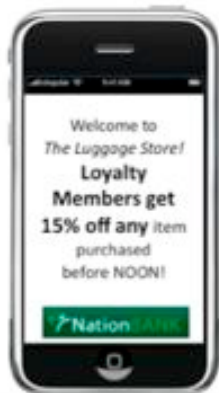


3) Recommendations Where They Matter Most:

With the Kynetx Loyalty App, customers can see relevant, context-aware, targeted recommendations that help them maximize rewards and you maximize sales while on a product page, inside social networking sites, on a competitor site, in search engine results or from deep within the shopping cart.

4) Messaging Customers In-Store:

Kynetx Technology offers apps that interact with customers across the web AND on smart phones in a geographically aware way. Imagine your customer walking into a participating store and receiving a message listing offers or communication specific to the customer's location and loyalty program tier. Reward balances, messages and links to coupons can also be sent to the customer through either a smart phone browser app or SMS message.



5) Time-based Deals to Drive Sales:

Drive inventory turn and achieve deadline-driven sales goals by offering time-based deals through the Kynetx Loyalty App. Because of the cross-site, cross-device nature of the Loyalty App, customers can receive and act on offers with a specified time limit wherever they are—at work, at home or somewhere else. Count down the time or “Items Left” on their app and watch the product fly off the shelves.

6) Context-aware Customer Support:

Uniquely designed to understand and respond to context in the user environment, the Kynetx Rules Engine offers your loyalty member the next generation of relevant and responsive support. And, because Kynetx apps have the ability to stretch across the web, customers can receive context-aware, wanted communication about program changes, customer support answers, additional loyalty tiers, product information, etc.) *exactly* when and where they need it.

7) Leverage Social Media to Boost Your Program:

Give your customers the ability to share and interact with social networking sites like Facebook and Twitter about your program and offers. Pull in consolidated tweet and post streams or allow them to respond while inside your app from anywhere on the web.

What Makes the Kynetx App Platform Different?

Kynetx offers the first ever App Development Platform that:

- **Stretches across web sites & devices** = Because the platform lives in the cloud, you can quickly create apps that work on any web site or device.
- **Flexible** = Apps can facilitate mashups including any data source, along with a variety of programming elements and content to make never-before-seen app capabilities.
- **Secure & private** = Since the Kynetx Platform doesn't “see,” or store, any personal information and easily integrates with OAuth, iCards, and other security methods, users can be assured their interaction will remain private and secure.
- **Context-aware** = The patent-pending Kynetx Rules Language looks for, and understands, user context (any information about them, where they are, what they're doing) then responds through a wide variety of actions for a robust and relevant user experience.
- **Cross-platform** = Kynetx Apps work on multiple operating systems, devices and browser types.
- **Networked-delivered for low maintenance**= The Kynetx Rules Engine lives in the cloud, giving developers the ability to change an app once and have it change the client experience everywhere, instantly.

For More Information...

To learn more about the Kynetx Loyalty App, contact a Kynetx Representative at 801-649-4901 or email us at info@kynetx.com. For more information about the company and products, visit our web site at www.kynetx.com.