

**FOR IMMEDIATE RELEASE**

## **Auntie Anne's Pretzels to Pilot Innovative Campaign Coupling Mobile Advertising with Real-Time Redemption Analytics**

*Millennial Media and Sparkfly Partner to Enable Campaign Point-of-Sale Tracking Down to Item Level.*

**Atlanta, GA – July 26, 2012**

Auntie Anne's Pretzels, the world's largest soft pretzel franchise, is partnering with The Coca-Cola Company, Millennial Media (NYSE: MM), and Sparkfly, Inc. to pilot a mobile advertising campaign that will offer consumers a mobile deal that can be measured and tracked seamlessly through the point of sale, down to specific consumer purchases at the item level.

The mobile ad campaign will be running during the heart of Back-to-School shopping season. The mobile ad creative will test different combinations of Auntie Anne's and Coke items for purchase at ten Atlanta-area Auntie Anne's locations, and each ad unit will contain a unique redemption code from Sparkfly that enables the item-level tracking of individual consumer sales and the revenue impact of the promotion.

Heather Neary, Auntie Anne's Chief Marketing Officer said, "One of the primary benefits of the partnership is to track an offer from the onset to point of purchase. Not only can we measure how effective individual offers are, but we can analyze the performance of individual display units. We have never been able to measure either of these before, and it's a solution that we can see taking us into the future. Being able to have a program that can reward new and loyal customers with offers that they want and will redeem, is an extreme benefit to both the consumer and Auntie Anne's."

Point of sale redemption and data tracking is powered by Sparkfly's patented software platform and enabled through integration with major point of sale systems across retail locations. In combination with Millennial Media's advertising analytics, for the first time, Coca-Cola and Auntie Anne's will get a holistic view of their advertising campaign with data

such as how often ads were viewed and redemption data down to item-level detail.

Consumers who receive the ads will be able to instantly redeem their coupon at checkout, and will also have the ability to save the deal for later. If a user chooses to save the deal, they will receive a SMS message with a link to the redemption code that can then be used at any time during the promotional period.

“In partnership with Millennial Media, we have solved the long-time digital advertising dilemma of how to track an ad’s impact on consumer purchases at the retail point of sale,” said Catherine Tabor, CEO, Sparkfly, Inc.

This campaign is running exclusively on the Millennial Media platform, providing Coke and Auntie Anne’s the ability to reach consumers on over 7,000 devices across more than 30,000 mobile apps.

“Marketers are shifting local market advertising spend into mobile and are driving real world value in a way not possible with more traditional channels,” said Marcus Startzel, GM, North America at Millennial Media. “Mobile provides brands new levels of immediacy and relevancy, and with advanced audience targeting, marketers can be sure they are reaching the right consumers at the right place and time.”

## **ABOUT AUNTIE ANNE’S**

An award-winning franchise system, Auntie Anne’s is consistently ranked number one in the category of hand-rolled soft pretzels by Entrepreneur’s Franchise 500, has received the World-Class Franchise® honor (the most prestigious award in franchising) for the past five years, and high rankings from Franchise Business Review’s 2009, 2010, 2011 Franchisee Satisfaction Awards. Auntie Anne’s is best known for mixing, twisting, and baking pretzels to golden brown perfection in full view of guests. Auntie Anne’s Pretzels are available in a variety of flavors including Original, Cinnamon Sugar, Almond, Garlic, Pepperoni, and Sour Cream and Onion. Pretzel Stix and Nuggets offer a more portable option for pretzel lovers on the go, and the Pretzel Dog is a popular lunch item. For more information, visit:

[www.facebook.com/auntieannespretzels](http://www.facebook.com/auntieannespretzels),

[www.twitter.com/auntieannes](http://www.twitter.com/auntieannes)

[www.youtube.com/auntieannespretzels](http://www.youtube.com/auntieannespretzels)

## **ABOUT SPARKFLY**

Sparkfly's patented technology enables the creation and tracking of personalized offers via the web or mobile devices that can be redeemed in real-time at the point-of-sale. Detailed SKU level reporting is available for the evaluation of marketing campaigns. Existing point-of-sale systems are used without the need for additional in-store hardware or software. Sparkfly's technology has successfully been integrated with NCR, Micros, Retailx, etc. Visit [www.sparkfly.com](http://www.sparkfly.com) for more information.

## **ABOUT MILLENNIAL MEDIA**

About Millennial Media Millennial Media is the leading independent mobile advertising platform company. Our technology, tools and services help app developers and mobile website publishers to maximize their advertising revenue, acquire users for their apps and gain insight about their users. We offer advertisers significant audience reach, sophisticated targeting capabilities and the ability to deliver rich and engaging ad experiences to consumers on their mobile connected devices. Visit [www.millennialmedia.com](http://www.millennialmedia.com).