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L'Oréal Paris Launches Mobile Shopping Initiative through Partnership with Pretty in my Pocket and Sparkfly

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Pretty in my Pocket Inc. (PRIMP), a mobile social beauty shopping and sharing platform, has partnered with Sparkfly, Inc., the leading mobile point-of-sale (POS) redemption technology platform, to launch, deliver and track closed loop, in-store mobile promotions. L'Oréal Paris, the world's leading beauty brand, has signed on as the first brand partner to test this revolutionary technology at Walgreens and Duane Reade locations throughout New York City.

Beginning July 19th, L'Oréal Paris will offer "Perks," PRIMP's discount and incentivizing program, to consumers who use PRIMP's mobile app at Walgreens and Duane Reade stores in Manhattan, New York. PRIMP's mobile app helps buyers make choices by providing relevant product information from a trusted network of friends and experts. By scanning or searching for a product, PRIMP users receive item-specific information including how-to videos, reviews, color swatches or a look for select L'Oréal Paris products, and "Perks" that can be redeemed at check out.

Pretty in my Pocket founder and CEO, Caroline Van Sickle, says, "We are excited and honored to collaborate with L'Oréal Paris, a leader in the beauty market. The vast selection of cosmetic and beauty products overwhelms consumers and often leads to purchase abandonment. PRIMP is utilizing mobile to influence the consumer in a relevant, timely and convenient way while adding value to the consumer experience by providing a valuable shopping tool. PRIMP allows brands and retailers to track sales online and offline. There is no better tool than mobile to bridge the gap between online research and in-store purchase."

PRIMP tracks the consumer decision journey from product consideration to purchase, by linking a community of friends, shoppers and experts to build product engagement and

social sharing of specific products. With this capability, the community creates recommendations based on user generated content, enhancing word of mouth and awareness. PRIMP aims to generate sales and increase the average order value of transactions through product recommendations, information and “Perks,” which are particularly valuable in unattended retail channels.

Sparkfly’s patented technology enables secure real-time validation and redemption of coupons and offers through integration with in-store point-of-sale systems, Sparkfly’s technology tracks the entire ecosystem of an item-specific digital promotion from the moment that promotion is distributed, all the way to its redemption at the point-of-sale. Sparkfly’s precise tracking technology tracks every consumer action to the individual SKU. This allows marketers to accurately determine the return on investment of digital marketing and advertising in a way that has not been possible before.

“L’Oréal Paris is leading the digital revolution in beauty and is committed to understanding how mobile technology can drive in-store conversion,” says Kelly Solomon, L’Oréal Paris USA Vice President of eCommerce & Multichannel. “This innovative new partnership with PRIMP and Sparkfly allows for deeper engagement with the Walgreens and Duane Reade customer, ultimately, to offer her a more personalized shopping experience.”

“Through extensive integrations with leading point-of-sale companies like NCR, MICROS, Retailx, Xpient, and others, as well as our ability to work with existing retail promotion engines, Sparkfly is enabling legacy systems to innovate in mobile marketing. Sparkfly is rapidly deploying our real-time promotion redemption platform across many retail verticals including, pharmacy, food service, specialty retail, convenience and grocery. We are excited to be working with Walgreens, Duane Reade and L’Oréal Paris to provide deep insights into customer purchase behavior and product redemption,” said Catherine Tabor, founder and CEO of Sparkfly. “Mobile marketing is measurable, from offer through to point-of-sale, item-level redemption, through our platform; as well as working with existing retail promotions engines, as is the case with Walgreens.”

ABOUT PRETTY IN MY POCKET

Female owned and operated, PRIMP was launched in late 2012 to make every beauty purchase a success. PRIMP is a mobile beauty tool which helps consumers with online and in-store purchases by allowing the beauty consumer to research and buy over 100,000 products through the app. Better yet, for in-store purchases, PRIMP incents the consumer to buy inside the store with “Perks” that can be redeemed at the point of purchase. PRIMP

members not only receive purchase incentives, they can also scan products in-store for decision validation from reviews and the beauty bags of friends and experts. PRIMP users, known as “Primpers,” can contribute and receive inspiration from “looks” (photos), how-to videos and featured content provided after scanning or searching for a product on the app. For more information on PRIMP, visit www.prettyinmypocket.com.

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, Retailix, etc. Visit www.sparkfly.com for more information.

ABOUT L'ORÉAL PARIS

The L'Oréal Paris Brand Division of L'Oréal USA, Inc. is a total beauty care company that combines the latest in technology with the highest in quality, delivering luxury beauty at mass. L'Oréal is dedicated to nurturing female entrepreneurs. In fact, L'Oréal identifies and provides opportunities for women leading technology companies that have the potential to shake-up the beauty industry. Our goal is to celebrate and to provide opportunities for women creating technology for our core female consumer.