

FOR IMMEDIATE RELEASE

Sparkfly Expands Relationship With NCR to Enable Real-Time Mobile Redemption at Thousands of Restaurants

Sparkfly, Inc., the leading point-of-sale (POS) mobile offer redemption technology platform, today announced an expanded relationship with NCR Corporation, the global leader in consumer transaction technologies, to launch, deliver and track closed loop, in-store mobile promotions. This will enable consumers to redeem mobile promotions in real time at thousands of restaurant locations using the NCR Aloha POS solution.

Atlanta, GA – October 15, 2013

Sparkfly, Inc., the leading point-of-sale (POS) mobile offer redemption technology platform, today announced an expanded relationship with NCR Corporation, the global leader in consumer transaction technologies, to launch, deliver and track closed loop, in-store mobile promotions. This will enable consumers to redeem mobile promotions in real time at thousands of restaurant locations using the NCR Aloha POS solution.

Currently, the integrated Sparkfly solution is available to NCR Aloha customers across the U.S., with plans to expand the offering globally in the future. Through this relationship, restaurants using the NCR Aloha solution will be able to engage with consumers by distributing any form of mobile offer via mobile media destinations, including Facebook, Twitter, Instagram, mobile advertising, in-game rewards, SMS and email. Consumers save money by redeeming the mobile offers while operators generate foot traffic and sales. With the ability to track every consumer action to the individual item, restaurants can accurately determine the ROI of digital marketing and advertising at a level that is unprecedented in the industry.

“NCR is deeply committed to enabling our customers to engage consumers and drive growth through innovative technologies,” says Kim Eaton, senior vice president and general manager, NCR Hospitality. “This relationship with Sparkfly can bring value to our customers, as they seek unique and differentiating ways to engage with consumers and measure the

results of that engagement activity.”

The combined Sparkfly and NCR solution enables NCR Aloha customers to precisely measure the return on their digital marketing investment by tracking individual customer redemptions down to the item level.

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 tracks the entire lifecycle of an item-specific digital promotion from the moment that promotion is distributed, all the way to its redemption through the NCR Aloha POS solution.

“Sparkfly’s relationship with NCR will provide NCR Aloha customers with the option to track and measure the entire customer experience from offer distribution to purchase, supplying deep consumer insights and increased sales,” says Catherine Tabor, founder and CEO of Sparkfly. “We are excited to be working so closely with NCR whose innovative technology, vision and practice consistently creates value for its customers. We’re confident that the integration of Sparkfly’s technology with the NCR Aloha POS solution will drive immediate results and consumer intelligence for customers.”

ABOUT NCR CORPORATION

NCR Corporation is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web site: www.ncr.com

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

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.