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Sparkfly and Baja Fresh Partner for Multi-Channel Tracking of Digital and Mobile Promotions

Leading Restaurant Chain will Run Promotions Through Multiple Media Channels and Gain Real-Time Analytics on Performance

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Sparkfly and Baja Fresh today announced a partnership that will enable the leading quick casual Mexican restaurant to track digital and mobile promotions from media all the way to purchase. Baja Fresh will be launching promotions through Google Search, Facebook, Yelp, Opera Mediaworks and UberMedia, and will be able to assess the effectiveness of each individual channel with real-time redemption data.

The campaign marks the first time Baja Fresh has ever run digital and mobile promotions, and is part of the restaurant's national "Catch 2" Seafood Taco combo deal, where consumers can mix and match seafood tacos and add a third taco for 99 cents. With the mobile promotion, consumers will be eligible to receive \$2 off an \$8 order, or \$5 off a \$15 order.

Leveraging the technology from the Sparkfly platform, the campaign will generate data that goes beyond the simple act of redemption, and includes information on basket size and individual items purchased.

"We never imagined we would be able to run a program like this without undergoing a major upgrade to our hardware," said Chuck Rink, President and CEO at Baja Fresh. "Partnering with Sparkfly allows us to run unique digital promotions and coupons, while using the existing systems we already have in place."

"Multi-channel attribution shouldn't require a complete upgrade to a point-of-sale system, and the integration with Baja Fresh was seamless and quick," said Catherine Tabor, Founder and CEO of Sparkfly. "Through our existing relationship with MICROS, Baja Fresh's point-of-

sale platform, we were able to provide a turnkey solution that opened up a whole new way for them to look at digital advertising and attribution, and actually see what channels are driving the most store visits and transaction value.”

Sparkfly’s platform is integrated with over 20 leading point-of-sale vendors, and technical integration with the Baja Fresh internal system happened in less than three weeks. The partnership is starting with a two-month campaign in Los Angeles, with over 60 different Baja Fresh locations.

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 BAJA FRESH

Baja Fresh Mexican Grill serves bold, fresh Mexican flavors for lunch, dinner, dine-in or take-out all in a spacious and contemporary environment. All entrées are made with never frozen, all natural, hormone free, fire-grilled, chicken, steak and slow roasted pork carnitas. Don’t forget the handmade guacamole and salsa bar hosting 6 salsas made fresh everyday, all day. Founded in 1990 and headquartered in Irvine, Calif., Baja Fresh operates or franchises 205 restaurants in 26 states as well as Dubai and Singapore. To learn more about Baja Fresh visit www.bajafresh.com for more information.