

**For Immediate Release**

**3Cinteractive & Sparkfly Form Integrations Partnership to Enable End to End Customer Engagement and Attribution**

BOCA RATON FL and ATLANTA, GA – August 11, 2016 - In a continued commitment to bring marketers the tools they need to deliver world class experiences to their customer, today 3Cinteractive (3C) and Sparkfly announced an integrations partnership.

The integration allows brands to create and distribute relevant mobile offers through 3C's messaging platform that are seamlessly redeemed at point-of-sale (POS), and provides full end-to-end attribution data from impression to redemption through Sparkfly's technology platform.

This powerful combination enables one-to-one customer engagements throughout the purchase journey all the way to POS offer redemption.

"We are thrilled to be partnering with Sparkfly and integrating their powerful digital offer management and attribution platform, which builds directly on our ability to connect directly to the consumer," said Jeremy Martin, SVP, Business Development 3C.

Catherine Tabor, Sparkfly Founder and CEO: "Partnering with a market innovator like 3C allows our joint clients the unique opportunity to distribute highly engaging offers through 3C's mobile marketing platform, and understand the minute-to-minute impact those offers have in-store with Sparkfly's attribution tracking capabilities."

About 3C:

Driven by a team with dynamic technical and strategic expertise, 3C empowers leading brands and retailers to develop deeper, more valuable relationships with their customers. Through its mobile marketing services, 3C extends the connection between customers and brands, driving increased loyalty, brand awareness, and results.

Leveraging 3C's expertise connecting mobile to business results and its Switchblade™ platform's multichannel capabilities—including SMS and MMS, mobile coupons, mobile wallet, mobile web, location based services and more—marketers can deliver timely, relevant engagements at the moment of need.

3C is headquartered in Boca Raton, FL with offices in Montevideo, Uruguay and Eugene, Oregon. To learn more, visit [3C.com](http://3C.com).

About Sparkfly:

The Sparkfly Offer Management technology platform allows Marketers to easily test innovative digital and mobile media channels, with the ability to understand the true ROI of campaigns. Real-time, item level attribution data directly from the merchant's point of sale gives actionable insights to Marketers while campaigns are still in market. Sparkfly's tracking capabilities allow brands and merchants to

distribute offers across any channel, and tie the engagement with those offers back to the channel and the individual consumer. Sparkfly's single-use coupon codes and integration into the Point of Sale allows Campaign Managers to control the redemption of offers by channel, prevent digital coupon fraud, analyze basket size and basket contents for each offer redeemed in-store and optimize the campaign inflight. Sparkfly helps Marketers close the loop on digital offers redeemed in store.