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### **Incentive Targeting Closes Series A of \$2.35M**

*Investors include a syndicate of eight angel groups, several small funds and grocery retail insiders*

**Woburn, Mass., May 4, 2010** –Incentive Targeting, a provider of targeted shopper promotion systems for the grocery retail industry, today announced the closing of its Series A investment round. The total of the round was \$2.35M and included several funds, such as the Hub Angels fund and LaunchCapital, as well as a number of individual investors and executives in the grocery retail industry.

The Series A round was syndicated across eight angel investor groups in the New England area. The angel group syndicate, coordinated by River Valley Investors of South Hadley, Mass., also included Walnut Ventures, Hub Angels, North Country Angels, Boston Harbor Angels, Northeast Angels, Granite State Angels and Boynton Angels.

“The breadth of this syndicate of angel groups is perhaps unprecedented in the New England angel community,” said Paul Silva, Manager of River Valley Investors. “Aspects of our approach may become a model for future cooperation among angel groups investing in larger deals requiring a critical mass of domain expertise in the target industry.”

The Incentive Targeting system has recently gone live at its first grocery store chain, with 20 consumer packaged goods and grocery product manufacturers participating in distributing promotions through that chain. Several more chains are in the process of integrating with the Web-based application to offer promotions to their shoppers. The company will use the Series A funds to complete these integrations, as well as to increase its sales capacity, product development and general operations.

### **About Incentive Targeting**

Incentive Targeting, located in Woburn, Mass., provides a novel, patent-pending, interactive self-service Web-based application to create, manage, and measure the effect of behaviorally targeted promotional campaigns across a growing network of grocery retailers. Incentive Targeting helps brands and chains collaborate around shopper insights with its industry-leading analytics tools, and helps marketing managers target shoppers and create promotions in minutes instead of weeks or months. For the first time, the capabilities and technologies of modern Internet marketing and advertising (self-service, pay-for-performance, real-time) are made available to the brick-and-mortar retail world. For more information visit [www.incentivetargeting.com](http://www.incentivetargeting.com).

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