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Bashas’ Partners with Incentive Targeting for Advanced Loyalty Card Promotions

CAMBRIDGE, MA, December 8, 2011 – Bashas’ Family of Stores, operator of more than 120 grocery stores throughout Arizona, has developed a new relationship with Incentive Targeting, Inc. to execute more advanced loyalty card promotions for Bashas’ Thank You (loyalty) card. The grocer will work with Incentive Targeting to create, implement and measure its loyalty card promotions.

“This new relationship will accelerate our loyalty card promotions, and provide more value through Bashas’ Thank You Card,” said Robert Ortiz, Bashas’ Vice President of Sales and Marketing. “Vendors can now provide more targeted offers to specific Bashas’ shoppers, and they’ll have the ability to track the results instantaneously and over time.”

Vendors working with Bashas’ on Thank You Card promotions will now have instant access to sales and shopper insights down to the per-store, per-SKU level.

“We are thrilled that Bashas’ has joined our retail network,” said Win Burke, President and CEO of Incentive Targeting. “In the current economic climate, time and money are more precious than ever, and shoppers want to receive more relevant, higher-value offers. Our loyalty card promotions will deliver a win-win-win for shoppers, for vendors, and for Bashas’.”

About Incentive Targeting

Incentive Targeting, Inc., located in Cambridge, MA, provides a web-based system for retailers and consumer product marketers to create, manage, and measure behaviorally-targeted promotions. Through patent-pending software, Incentive Targeting enables targeted, pay-for-success marketing and real-time analytics across hundreds of stores and millions of shoppers. To learn more, visit www.incentivetargeting.com.

About Bashas’ Family of Stores

Bashas’ Family of Stores – the family-owned grocer that operates Food City, AJ’s Fine Foods, Sportsman’s Fine Wines & Spirits, Eddie’s Country Store, and both Bashas’ and Bashas’ Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With more than 120 grocery stores, it is one of the largest employers in the state and one of the Best Places to Work in Arizona. Since the company’s inception in 1932, Bashas’ has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com.

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