



Incentive Targeting and Martin's Super Markets Announce Deployment of Shopper Marketing System

Facilitates collaboration between chain and vendors to bring unprecedented value to shoppers

Cambridge, MA and South Bend, IN, September 19, 2011 – Incentive Targeting, a provider of targeted shopper promotion systems, and Martin's Super Markets, today announced the successful deployment of the Incentive Targeting shopper marketing system.

“Incentive Targeting greatly enhances the effectiveness of our Advantage Card program by helping us deliver offers that are relevant to each individual customer,” said Amy McClellan, Project Manager at Martin's Super Markets. “We believe that Incentive Targeting will help us engage more deeply with our best customers to increase basket sizes and drive trips to the store.”

Incentive Targeting's unique retail shopper marketing platform delivers unprecedented capabilities at a fraction of the cost of other marketing technologies:

- Intuitive, Web-based application enables real-time segmentation of shoppers based on their buying preferences while protecting shopper privacy
- Simple campaign management allows marketing managers to create promotions in minutes, instead of weeks or months
- Powerful analytics capabilities make it easy to analyze sales and shopper data and monitor and measure promotion results and ROI daily

Benefits for Retail Chains

- Collaborate with brands by sharing anonymous customer-centric sales reports, enabling cost-effective brand participation in shopper marketing while improving category cooperation
- Drive profitability with private labels and broaden baskets to include high-margin departments
- No software to install, no capital expenditure, minimal impact on IT resources

Benefits for Brands

- Instant access to up-to-date sales and shopper insights across all chains in the network down to the per-store, per-SKU level
- Targeted offers eliminate wasted promotion dollars
- Pay for success pricing model reduces risk
- Measurable ROI – track the results of promotions daily and monitor the impact on buying patterns over time

“We are very happy that Martin’s has joined our retail network,” said Win Burke, President and CEO of Incentive Targeting. “In today’s market, retailers such as Martin’s that understand the value of one-to-one marketing and deploy systems that implement shopper marketing best practices will enjoy the benefits of increased shopper satisfaction and loyalty.”

About Incentive Targeting

Incentive Targeting, located in Cambridge, MA, provides a self-service Web-based application to create, manage, and measure behaviorally targeted promotions across a growing network of grocery retailers. Incentive Targeting helps brands and chains collaborate around shopper insights with its industry-leading analytics tools, and provides the ability for marketing managers to target shoppers and create promotions in minutes instead of weeks or months. For more information visit www.incentivetargeting.com.

About Martin’s Super Markets

Martin’s Super Markets was founded in 1947 and currently has 21 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee, Logansport and Warsaw, Indiana, and Niles, Stevensville and St. Joseph, Michigan. For more information visit www.martins-supermarkets.com.

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