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Incentive Targeting Announces Introduction of Shopper Marketing System in Select Spartan Retail Stores

Innovative technology enables shopper-centric collaboration with brands

Cambridge, MA, April 4, 2010 – Incentive Targeting, a provider of targeted shopper promotion systems, today announced the successful introduction of the Incentive Targeting system in select Spartan Stores Retail Supermarkets, in Michigan.

“Our shoppers have embraced our **yes** Rewards program as an exciting and important part of shopping in two of Spartan’s retail supermarket chains, Glen’s Markets and VG’s Food and Pharmacy, since its launch last year,” said Alan Hartline, Executive Vice President of Merchandising and Marketing at Spartan Stores. “Incentive Targeting has been a critical ingredient of this success, enabling our Company and our brand partners to engage our shoppers with more relevant, high-value personalized offers.”

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 data, 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 data 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 extremely pleased that Spartan Stores has joined our retail network,” said Win Burke, President and CEO of Incentive Targeting. “Through the use of the Incentive Targeting platform, Spartan has increased its focus on the shopper, and enabled its vendor partners to do the same.”

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.

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