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**Big Y Foods Rolls Out Targeted Shopper Promotion System From Incentive Targeting**  
*Collaborates with brands to use loyalty program data to reach the right shoppers and lift sales*

**Springfield, Mass. and Woburn, Mass., April 27, 2010** – Big Y Foods, one of the largest independently owned supermarket chains in New England, and Incentive Targeting, a provider of targeted shopper promotion systems, today announced the successful rollout of the Incentive Targeting system across the 56-location chain.

“After three months of full operation, we are pleased with the Incentive Targeting system,” said Phillip Schneider, VP of Sales and Marketing at Big Y Foods. “They allow us to leverage our World Class Express Savings Club card to deliver customized offers to each shopper.”

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 marketing managers to target shoppers and create promotions in minutes, instead of weeks or months
- Secure, cloud-based software shares loyalty data between chains and brands for behavioral targeting of shoppers
- 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 customer-centric sales data, enabling cost-effective brand participation in shopper marketing while improving category cooperation
- Drive profitability with private labels, 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 – pay only for redeemed coupons, which reduces risk
- Measurable ROI – track the results of promotions daily and monitor shopper behavior over time

“It is exciting to be a part of the emerging future of advanced targeted shopper marketing,” said Rob Colarossi, VP of Category Leadership at Hostess Brands. “We are pleased to be working with Big Y to test and validate new ways of reaching exactly the shoppers we both want with promotional offers. We can target offers that are relevant and interesting with their shoppers and in turn, will improve our mutual sales.”



“We are delighted that Big Y Foods has chosen to be our first retail chain partner,” said Win Burke, President and CEO of Incentive Targeting. “Big Y has a well-deserved reputation of being in the forefront of the grocery retail industry and adopting innovative and highly effective loyalty marketing capabilities.”

### **About Big Y Foods**

Headquartered in Springfield, Mass., Big Y is one of the largest independently owned supermarket chains in New England. Proud to be family owned and operated, they currently operate 56 stores throughout Connecticut and Massachusetts with over 9,200 employees. Founded in 1936 by brothers Paul and Gerald D'Amour, the store was named after an intersection in Chicopee, Massachusetts where two roads converge to form a “Y”.

### **About Incentive Targeting**

Incentive Targeting, located in Woburn, Mass., 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](http://www.incentivetargeting.com).

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