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# Festival Foods Joins the Ibotta Performance Network to Expand Digital Savings and Modernize Promotions

*The partnership brings a larger, curated assortment of Ibotta pay-for-performance offers into Festival Foods' digital coupon gallery across its 42 Wisconsin stores and digital properties*

DENVER--(BUSINESS WIRE)-- Ibotta, Inc. (NYSE: IBTA), North America's leading digital promotions network, announced that Festival Foods has joined the Ibotta Performance Network, expanding the selection of digital offers available to Festival Foods shoppers across Wisconsin.

The partnership supports Festival Foods' ongoing enhancement of its digital guest experience, which includes a refreshed website, mobile app, and the newly launched Festival Rewards loyalty program. By integrating with the Ibotta Performance Network, Festival Foods modernizes its promotions infrastructure for CPG brands and provides guests with a larger, more relevant assortment of national brand offers.

"Providing our guests with exceptional value and an enjoyable shopping experience has always been at the heart of what we do," said Adam Whitney, Chief Operating Officer of Festival Foods. "Partnering with the Ibotta Performance Network allows us to bring even more meaningful savings to Wisconsin families. By integrating these national brand offers directly into our new Festival Rewards program, we're making it simple and seamless for guests to save on the items they know and love."

Festival Foods' arrival on the Ibotta Performance Network provides a more effective way to reach guests and measure results. Ibotta's performance-based model means brands pay only when a promotion drives a verified sale. And with 8x as many national CPG offers as competitors, retailers can give shoppers more ways to save.

"Festival Foods has spent over 80 years building trust with Wisconsin families through a strong commitment to value," said Bryan Leach, founder and CEO of Ibotta. "Bringing Festival Foods onto the Ibotta Performance Network gives brands a modern, performance-based solution to reach one of the region's most loyal grocery audiences, while helping guests save more on their everyday purchases."

Festival Foods is the second banner within the 1939 Group to join the Ibotta Performance Network following Schnuck Markets, which joined in May 2024.

Ibotta's expanded offer set is now rolling out across all 42 Wisconsin stores and digital properties.

**About Ibotta ("I bought a...")**

Ibotta, Inc. (NYSE: IBTA) is the leading provider of digital promotions for CPG brands, reaching over 200 million consumers through a network of publishers called the Ibotta Performance Network (IPN). The IPN allows marketers to influence what people buy, and where and how often they shop – all while paying only when their campaigns directly result in a sale. American shoppers have earned over $3.1 billion through the IPN since 2012. Ibotta is headquartered in Denver and has been listed as a top place to work by The Denver Post and Inc. Magazine.

**Forward-Looking Statements**

This press release contains "forward-looking statements" of Ibotta, Inc. (the "Company") within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Any statements relating to expectations concerning matters that are not historical facts may constitute forward-looking statements. Forward-looking statements may include, without limitation, statements by the Company's founder and CEO and other statements regarding the anticipated benefits of Festival Foods joining the Ibotta Performance Network for brands, Festival Foods and its guests, the Company's product capabilities, and the rollout of the Company's expanded offer set across Festival Foods' stores and digital properties. When words such as "believe," "expect," "anticipate," "will," "outlook" or similar expressions are used, the Company is making forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve risks, uncertainties and assumptions, including those related to the Company's relatively limited operating history, which makes it difficult to evaluate the Company's business and prospects, the demands and expectations of clients and the ability to attract and retain clients, the Company's relationships with publishers, including Walmart, its ability to add and launch new publishers, changes in client spending and offer supply, and macroeconomic conditions. The actual results may differ materially from those anticipated in the forward-looking statements as a result of numerous factors, many of which are beyond the control of the Company. These and other factors are disclosed in the Company's annual and quarterly reports filed from time to time with the Securities and Exchange Commission, available at www.sec.gov. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof, except as required by law.

**About Festival Foods**

Founded in 1946 as Skogen's IGA, Festival Foods is a Wisconsin family-owned grocer that is committed to giving back to the communities it serves and providing guests with exceptional service and value. The company, which began operating as Festival Foods in 1990, employs more than 7,000 full- and part-time associates and operates 42 full-service supermarkets across Wisconsin.

Festival Foods is part of 1939 Group, Inc., which is owned by the family that founded Schnuck Markets, Inc., and named after the year the first Schnucks store opened. Other members of the family of companies include Schnuck Markets, Inc. and Hometown Grocers, Inc. For more information, visit www.FestFoods.com.

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