

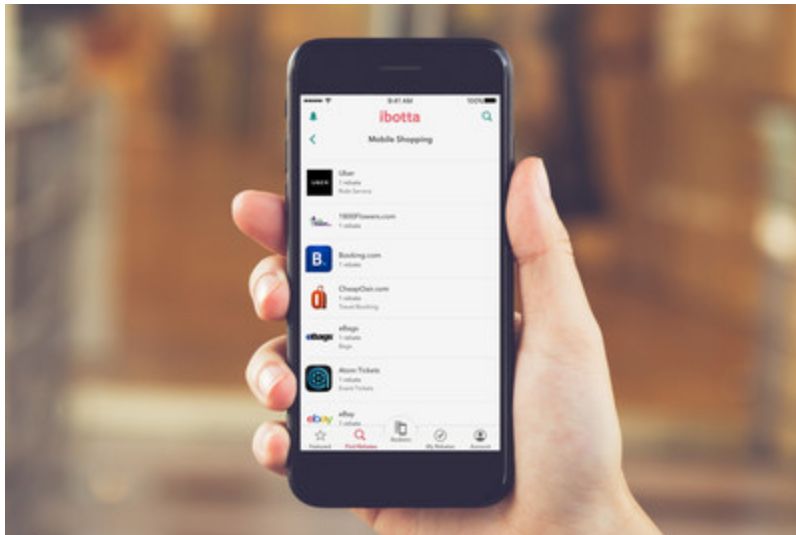
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Ibotta Unveils Mobile Marketplace Expansion, Projecting \$500 Million in Sales for New Mobile Shopping Category

Shopping App Bolsters Mobile Offerings with 20+ New Partners, Including 1-800-Flowers.com, Atom Tickets, Booking.com, CheapOair.com, eBags and Other Leading Mobile Brands

DENVER, July 20, 2017 /PRNewswire/ -- Today, [Ibotta](#), the third most-used shopping app in the United States, announced the expansion of its Mobile Marketplace, adding a flurry of new mobile commerce partners within the app to help shoppers earn rewards on their everyday purchases. The new additions, powered by mobile partnership platform, Button, feature leading mobile brands such as Booking.com, 1-800-Flowers.com, Atom Tickets, CheapOair.com and eBags. Since the launch of Ibotta's Mobile Marketplace just months ago, the app's mobile shopping category has grown to 20+ brands, and will drive \$500 million in sales for 2017.



Launched in 2012, Ibotta partners with leading brands and retailers to offer cash rewards on anything you buy, including groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. The company's Mobile Marketplace expansion comes on the heels of its comprehensive app relaunch, which included an improved, personalized user experience to help shoppers discover relevant deals and earn rewards faster than ever.

"Ibotta's goal is to be the starting point for a rewarded shopping experience, a single destination for shoppers everywhere," said Bryan Leach, Founder and CEO of Ibotta. "Through the expansion of Ibotta's Mobile Marketplace, consumers can find personalized content and rewards on virtually everything they might want to buy, all in a single mobile

app, with the touch of a button."

Ibotta debuted its Mobile Marketplace category in 2016, partnering with mobile partnership platform, [Button](#), to launch the first-ever, mobile partnership platform. On Button's platform, retailers can build partnerships designed to drive commerce – a channel that represents 20 percent of retailers' traffic in desktop, but before Button, was impossible to replicate in mobile or in retailers most valuable channel – their mobile apps.

"Button recognized that the performance marketing channel needed a mobile specific solution, and we've built what the most innovative retailers in the world have asked for," said Michael Jaconi, Co-founder and CEO of Button. "Retailers have been begging to replicate their affiliate channel in mobile, they've wanted to drive affiliate and partner traffic into their apps, and they want to tap into exclusive mobile only audiences. That is what Button's platform offers."

Ibotta now has more than 20 mobile brand partners, providing users with rewards on their mobile purchases across myriad shopping verticals including flower delivery, event and movie tickets, food and alcohol delivery, hotel and flight deals, music streaming, and ridesharing services.

The following mobile partners are currently live in Ibotta's robust Mobile Marketplace:

- 1-800-Flowers.com
- AtomTickets
- BloomThat
- Booking.com
- Drizly
- eBags
- eBay
- Groupon
- Hotels.com
- HotelStorm
- HotelTonight
- Boxed
- Caviar
- CheapOair.com
- Delivery.com
- Jet
- Minibar
- Mr & Mrs Smith
- SeatGeek
- Spring
- Ticketmaster

Also announced today is a new opportunity for retailers to join forces with Ibotta and Button via affiliate network integrations. Only a few select merchants will be accepted into the first wave of the program; the application period opens today. Retailers need to verify that they satisfy the requirements of the program and apply at ibotta.com/affiliate.

Those accepted into the program will be notified between July 27 and July 31, 2017. If retailers are interested, they should contact their affiliate network representatives and inquire about the opportunity.

1-800-FLOWERS®: "At 1-800-Flowers.com, we provide our customers with easy and convenient ways to deliver smiles, allowing them to engage with the brand through their preferred channel, including our mobile experience," says Amit Shah, Chief Marketing Officer at 1-800-Flowers.com. "We are excited to team up with Ibotta and Button to further enhance our customer experience and provide customers with rewards on gifts for all celebratory occasions."

Atom Tickets: "At Atom, customers are at the heart of everything we do, and we love rewarding them with exclusive movie offers," said Ameesh Paleja, CEO and co-founder, Atom Tickets. "By teaming up with Ibotta, we're able to bring our VIP movie experience to

even more potential customers, and deliver a convenient mobile experience that allows movie lovers to earn cash rewards just by going to the theater."

Booking.com: "We're truly pleased to be part of Ibotta's Mobile Marketplace - it makes complete sense given the strong and continuous mobile growth that we observe through our loyal customers," says Motty Sasson, Head of Strategic Partnerships US East. "At Booking.com, we're on a mission to empower people to experience the world and provide the world's leading hotel reservation platform. This with a strong focus on convenience and a 'book now, pay later' model. The partnership with Ibotta helps us reach new customers and reward them with cash when booking their hotel stay."

eBags: "eBags strives to better our customers' journeys by helping them find the perfect bag or travel accessory," said Chris Seahorn, VP of Marketing for eBags. "We are excited that this partnership with Ibotta will help new shoppers discover our large selection of quality products - at great value - and reward them for shopping from their mobile devices wherever their travels take them."

About Ibotta

Headquartered in Denver, CO, Ibotta ("I bought a...") is transforming the shopping experience by making it easy for consumers to earn cash rewards on everyday purchases through a single smartphone app. The company partners with leading brands and retailers to offer rewards on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. Named one of Inc. magazine's Best Workplaces for 2017, Ibotta is the premier destination for rewarded shopping on mobile, and has paid out more than \$230 million in cash back to its users. Launched in 2012, Ibotta has nearly 23 million downloads, and is one of the five most frequently used shopping apps in the United States.

About Button

Button (www.usebutton.com) connects the mobile economy, making it easy for consumers to discover and purchase what they want, when they want it - with the tap of a Button. The company provides the easiest way for mobile brands to connect with one another, facilitating discovery and transaction among consumers with a contextually-relevant experience. Current partners on the platform feature industry leaders such as Condé Nast, OpenTable, Hotels.com, Foursquare, and more.

The company was founded in 2014 and was voted the number one place to work in New York by Fortune magazine and a Best Workplace in the U.S. from Inc. magazine in 2017. Button has raised more than \$34 million in Seed, Series A, and Series B funding from Norwest Venture Partners, Redpoint Ventures, Greycroft Partners, DCM Ventures, Accomplish, Vayner/RSE and others.



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