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Ibotta Partners with Non-GMO Project to Celebrate Non-GMO Month

Partnership Exemplifies Shopping App's Commitment to Bring Awareness to Non-GMO Project Verified Products

DENVER, Sept. 28, 2017 /PRNewswire/ --[Ibotta](#), the third most-used shopping app in the U.S. and the largest shopping app in consumer packaged goods, today announced a new partnership with the [Non-GMO Project](#), home to North America's leading verification program for products made according to their rigorous Standard for GMO avoidance. During October, also known as Non-GMO Month, the two organizations will work together to secure donations in support of the nonprofit's mission to raise awareness of Non-GMO Project Verified products.



Throughout Non-GMO Month, Ibotta users will receive a \$1 cash-back bonus when they purchase three or more participating brands' products. For each completed bonus, Ibotta will match each \$1 donation and contribute all the funds to the Non-GMO Project. More than 20 brands are participating in Ibotta's Non-GMO Project initiative.

The Non-GMO Project's popular "butterfly" verification mark is the fastest-growing label in the natural products industry and represents more than 43,000 verified products, with annual sales of over \$20 billion. Ibotta is partnering with a handful of these brands, including SILK, Enjoy Life Foods and Applegate®, to make it easy and affordable to make healthier shopping choices.

"We want consumers to feel empowered to make smarter choices while shopping, which is why we're proud to partner with the Non-GMO Project this October to give our users even more options for cleaner, sustainable products that match their preferences," said Bryan Leach, Founder and CEO, Ibotta.

The Non-GMO Project created Non-GMO Month in 2010 as an annual platform for raising awareness in the U.S. and Canada about genetically modified organisms. It has since become North America's largest non-GMO celebration, with thousands of retailers participating and mobilizing millions of shoppers to buy healthier products for themselves and their families.

"The Non-GMO Project is excited to partner with Ibotta and further our mission of preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices," said Courtney Pineau, Associate Director of the Non-GMO Project.

To learn more about Ibotta, visit www.ibotta.com. More information about the Non-GMO Project can be found at www.nongmoproject.org.

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 \$225 million in cash back to its users. Launched in 2012, Ibotta has nearly 23 million downloads, and is one of the three most frequently used shopping apps in the United States.

About the Non-GMO Project

The Non-GMO Project is a mission-driven nonprofit organization committed to building and protecting a non-GMO food supply, educating consumers and providing verified non-GMO choices. Find out more at <http://www.nongmoproject.org>.

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