



## Plink Honored With eTail “Rising Stars” Award

*The eTail Rising Stars’ award recognize the various technology start-up companies that have made an impact delivering first-class value, performance and excellence to the e-commerce industry*

**DENVER – July 25, 2013** – Plink ([www.plink.com](http://www.plink.com)), an online-to-offline rewards program, is honored to be named as an eTail Rising Stars’ award winner in both the “Service Technology” (<http://www.wbresearch.com/etailusaeast/risingstarsservicetechnologyproviders.aspx>) and “Start-Ups” (<http://www.wbresearch.com/etailusaeast/risingstarsstartup.aspx>) categories for 2013.



eTail’s Rising Stars awards recognize the influx of new technology, ideas and strategies that revolutionize the e-commerce industry, and companies for delivering first-class value, performance and excellence.

“It is exciting to be recognized as an emerging company that is helping retailers and brands improve their customer relationship and engagement levels,” said Peter Vogel, co-founder and CEO of Plink. “We believe there is a tremendous opportunity to motivate online consumers to make offline purchases. Our online-to-offline rewards program provides retailers and other offline brands a risk-free way to drive sales and build loyalty.”

### About Plink

Plink is an online-to-offline rewards program that motivates members to make offline purchases. Plink members create an account at [Plink.com](http://www.plink.com) or via the Plink mobile app (<http://bit.ly/ZzUDUs>), then link the credit or debit card of their choice, and begin earning rewards by purchasing offline at more than 70,000 restaurants, retailers and travel providers nationwide, including Burger King, Outback Steakhouse, Regal Cinemas, Sears and Taco Bell. Plink rewards members with Plink Points which can be redeemed for gift cards from more than 25 leading brands. Plink’s pay-for-performance advertising model provides offline brands with a risk-free way to drive sales and build loyalty. For more information, visit [www.plink.com](http://www.plink.com), on Facebook at [www.facebook.com/plinkdotcom](http://www.facebook.com/plinkdotcom) or on Twitter @plinkdotcom.

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### CONTACT:

Steve Stratz  
Illuminate Public Relations for Plink  
206.300.9134  
[steve@illuminatepr.com](mailto:steve@illuminatepr.com)