



## Plink Congratulates 1<sup>st</sup> Annual Member of the Year

*Celebrating its first full year motivating more than 500,000 members to make offline purchases to earn rewards, Plink recognizes David Jensen of Maryland*

**DENVER – April 19, 2013** – Plink ([www.plink.com](http://www.plink.com)), an online-to-offline rewards program, today named David Jensen, an information systems manager at the University of Maryland, as its first annual Member of the Year.

Launched in early 2012, Plink motivates members to make offline purchases at an array of national restaurants, retailers and travel providers totaling more than 50,000 locations across the U.S. David was recognized for his loyalty, eating and shopping offline, including more than 100 qualifying transactions at eight of Plink's advertising partners. In total, he's earned \$285 in rewards redeemable for gift cards from more than 25 leading brands.



David travels 60 miles to work each way from Joppatowne to College Park, Maryland. "I make several pit stops each day and Plink makes it so easy to earn rewards," said Mr. Jensen. "I really look forward to Plink adding more partners and becoming even more rewarding."

Given David's travel to work, it is not surprising that a good amount of his qualifying transactions occurred at

7-Eleven, but he also made dozens of purchases at Plink partners, including 1-800-FLOWERS.com, Arby's, Burger King, Dunkin' Donuts, Outback Steakhouse, Red Robin and Taco Bell.

"Loyal members, like David, represent our vision of connecting the online and offline worlds for brands trying to build loyalty with their customers," said Peter Vogel, co-founder and CEO of Plink.

"Motivating offline purchases to earn rewards is a winning combination for our members and our advertising partners. David represents the opportunity to drive sales, while building loyalty and we congratulate him as our 1<sup>st</sup> Annual Member of the Year."

As Plink's 1<sup>st</sup> Annual Member of the Year, David, in true Plink fashion, is rewarded with 25,000 Plink Points, which can be redeemed for \$250 in gift cards.

### 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://Plink.com), then link the credit or debit card of their choice, and begin earning rewards by purchasing offline at more than 50,000 restaurants, retailers and travel providers nationwide, including Arby's, Burger King, Dunkin' Donuts, Outback Steakhouse, Regal Cinemas 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](https://www.facebook.com/plinkdotcom) or on Twitter @plinkdotcom.

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