



Plink Adds Greg Fox as Vice President of Sales and Business Development

DENVER – Jan. 24, 2013 – Plink (www.plink.com), an online-to-offline rewards program that motivates members to make offline purchases, today announced Greg Fox as vice president of sales and business development.

“Greg joins Plink with nearly 20 years of relevant experience in working with brands through new, innovative digital marketing platforms,” said Peter Vogel, co-founder and CEO of Plink. “His efforts will be key to Plink’s success in attracting additional national restaurants, offline retailers and travel providers.”

Greg Fox, Vice President of Sales and Business Development



Most recently, Fox was senior vice president of sales and business development at Infinian, a digital coupon and loyalty cloud company, where he developed the go-to-market strategy. At Infinian, his sales and business development efforts led to deals with an array of QSR (Quick Serve Restaurant), casual dining and CPG brands, including McDonald’s, Unilever and Pepsi, among an array of others; partners, including Facebook and Living Social; and agencies, including McCann WorldGroup and Ogilvy & Mather.

Previously, Fox was vice president of sales at Cellfire, a mobile coupon and promotion company and Hands-On Mobile, a mobile games producer, while driving advertising opportunities at online video game portal IGN Entertainment, and the entertainment division of global publisher IDG.

“Plink is a win-win for both consumers and for large brands,” said Fox. “Brands only pay for sales we drive into their locations and consumers earn rewards for shopping and eating at their favorite stores and restaurants. Everyone wins.”

Fox holds a BS in Marketing and Entrepreneurial Studies from Babson College.

To learn more about Plink and its job openings, visit:
<https://www.plink.com/index.cfm?fuseaction=main.careers>.

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, then link the credit or debit card of their choice, and begin earning rewards by purchasing offline at more than 40,000 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, on Facebook at www.facebook.com/plinkdotcom or on Twitter @plinkdotcom.

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