



## **SpendSmart Network Surpasses 4 Million Customers**

**SpendSmart Networks, Inc. (OTCQB: SSPC) dba "SMS Masterminds," a leading full-service provider of mobile loyalty marketing solutions, doubles the subscriber base utilizing their platform in less than a year reaching 4,000,000 loyalty customers in North America.**

SAN LUIS OBISPO, Calif., June 11, 2015 (GLOBE NEWSWIRE) -- via PRWEB - SpendSmart Networks, Inc. ([SSPC](#)) dba "SMS Masterminds," a leading full-service provider of mobile loyalty marketing solutions, doubles the subscriber base utilizing their platform in less than a year reaching 4,000,000 loyalty customers in North America.

"This number is significant for two reasons. First, it proves consumers want to receive text message alerts from their favorite local merchants, and second, every new customer represents incremental recurring revenue for both our licensees and us at corporate. We generate revenue from each text message sent, so as the number of consumers increases, so does our revenue. Consumers save money, we make money, everyone wins," explains Alex Minicucci, CEO of SpendSmart.

SpendSmart continues to work on new initiatives to increase customer volume and participation helping merchants learn about their customers, grow their customer base and increase their sales.

"We are uniquely positioned to change the brick and mortar customer experience. When someone shops online, the merchant knows a tremendous amount about that user: name, email, phone, location, purchase details and amount. However, when someone buys from their local store, the merchant learns little about that customer. Traditional loyalty programs fall short because they only reward shoppers who are already buying - the value proposition is weak to the merchant. Our approach is different, we're marketers - we leverage the customer data we gather through our loyalty system to send timely and relevant offers (known as predictive marketing) to influence customer behavior. The lines between digital and physical are blurring, and our licensees in each market are positioned to support small business owners as they adapt and profit from these changing consumer behaviors and technologies," concludes Minicucci.

## About SpendSmart

SpendSmart Networks provides proprietary loyalty systems and a suite of digital engagement and marketing services that help local merchants build relationships with consumers and drive revenue. These services are implemented and supported by a vast network of certified digital marketing specialists, aka "Certified Masterminds," who drive revenue and consumer relationships for merchants via loyalty programs, mobile marketing and website development. Consumers' dollars go further when they spend it with merchants in the SpendSmart network of merchants, as they receive exclusive deals, earn rewards and ultimately build a connection with their favorite merchants.

## Forward Looking Statements

Certain statements in this release are forward-looking statements under the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about SpendSmart's licensees, the number of merchants and subscribers utilizing its platform and services, future financial results and performance, costs and revenue, and other statements that are not historical in nature, particularly those that utilize terminology such as "plans," "anticipates," "will," "proposed," "may," "expects," "future," "continue," "show promise," other words of similar meaning, derivations of such words and the use of future dates. Forward-looking statements by their nature address matters that are, to different degrees, uncertain. Risks and uncertainties may cause SpendSmart's actual results to be materially different than those expressed in or implied by such forward-looking statements. Particular risks and uncertainties include, among others, uncertainties regarding licensee and subscriber acquisition, and achieving market acceptance, SpendSmart's ability to develop other licenses; and other risks and uncertainties described in SpendSmart's filings with the Securities and Exchange Commission, including its most recent annual report on Form 10-K for the fiscal year ended December 31, 2014 filed on April 3, 2015 with the SEC and the quarterly report on Form 10-Q filed on May 15, 2015. All forward-looking statements in this release speak only as of the date of this release and are based on SpendSmart's current beliefs and expectations. SpendSmart undertakes no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.