

ASX Announcement 23rd October 2014

Rewardle signs service agreement with Blockbuster

Highlights of the Blockbuster agreement are as follows:

- Adds 100+ locations to the Rewardle Merchant Network (in a market sector that has not been prominent in the Rewardle Merchant Network).
- Demonstrates an enterprise application of the Rewardle Platform which will generate assured revenue (\$49 per month per participating Blockbuster store for a minimum of 2 months).
- Rewardle's membership growth will benefit from Blockbuster's marketing program supporting the in-store promotion.

Rewardle has entered into an agreement to supply the Rewardle Platform to video rental franchise operator Blockbuster who will deploy the Rewardle Platform across over 100 local video stores before year end.

The supply of the Rewardle Platform will initially be for 2 months in duration, funded by Blockbuster's corporate office to meet a specific marketing brief associated with an in-store promotion.

Following the duration of the in-store promotion there is provision for the Rewardle Platform to be taken up by individual store operators who wish to continue using Rewardle's suite of digital customer engagement tools to leverage the power of email, social and mobile marketing to grow their business.

The Company wishes to highlight that this opportunity was unsolicited by Rewardle. The lead arose through the marketing team from Blockbuster, who were familiar with the Rewardle Platform, proactively contacting the Company for assistance with the operation of a specific in-store promotional mechanism.

Rewardle Managing Director, Ruwan Weerasooriya said, "We've seen from established social networking businesses that monetisation opportunities often develop from left field. This Blockbuster agreement is a great example of how other revenue opportunities will surface as Rewardle's Platform and Merchant and Member Network develops."

For more information please contact:

Ruwan Weerasooriya (Founder/MD)

Mobile: 0412448769

Email: ruwan@rewardle.com

About Rewardle:

Rewardle is an Australian technology company on a mission to help local businesses grow.

Rewardle harnesses the power of mobile computing, cloud based software and big data analysis to provide local High St merchants with the digital engagement tools and business intelligence used by large retail brands.

Rewardle has given the traditional “buy 9, get 1 free” paper punch card a digital makeover and extended its utility by adding prepayment, mobile ordering and social media integrations.

Merchants place customer facing Rewardle tablet on their counter that acts as a kiosk. During visits, customers check-in on the tablet using a card or the Rewardle smartphone app to collect points and redeem rewards during daily transactions at their favourite places.

Rewardle gives customers choice over the reward they receive, security of never losing points and convenience of a single membership carried in the cloud for all their favourite local places. Merchants gain stronger customer engagement, establish digital lines of communication and gain valuable insight that they can act on to grow their business.

Rewardle is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.