

5th November 2014

Rewardle signs Service Agreement with Red Lea Chicken to roll out across retail stores.

- Approximately 30 Red Lea Chicken shops are planned to go live prior to the end of year with scope to extend to all 47 Red Lea Chicken shops in early 2015.
- Involves an initial roll out and training phase following which all shops will become paying subscribers for the Rewardle Platform.
- The Service Agreement includes the Rewardle Platform facilitating Brand Partnership activity between Red Lea Chicken and a leading FMCG (Fast Moving Consumer Goods) company that operates a number of Australia's most popular beverage brands.

Rewardle Holdings Limited (ASX:RXH) and Red Lea Chicken, have entered into an agreement to roll out the Rewardle Platform in 30 Red Lea Chicken shops before year end with potential roll out to all 47 stores in 2015.

Red Lea Chickens is a family owned and operated fresh chicken operation that commenced in 1957 and has grown to now employ over 1000 people, processing over 400,000 chickens per week. Red Lea Chickens produces more than 100 product lines that are sold on to Wholesalers, Supermarkets, Butchers, Restaurants, Hotels and Clubs.

Red Lea Chickens also services a retail franchise chain consisting of 47 outlets that sell direct to the public. These specialty Gourmet Chicken Shops have been described as a "Food Lovers Delight" selling both fresh & cooked chicken.

The Red Lea Chicken Service Agreement, in conjunction with other recently announced Service Agreements with Blockbuster and Taco Bills demonstrates that demand for Rewardle's services exists across a diverse range of local business sectors.

The Company's ability to service merchants including video stores, Mexican restaurants and chicken shops highlights the flexibility of the Rewardle Platform such that it can meet the digital customer engagement needs of disparate industry sectors.

Rewardle founder and Managing Director, Ruwan Weerasooriya said, "The Red Lea Chicken Service Agreement obviously assists us in our mission to grow the Rewardle Merchant and Members Network but we're particularly excited that they have involved a leading FMCG company in their digital customer engagement strategy as it gives us an opportunity to demonstrate how the Rewardle Platform can be leveraged by brands."

"While we do not expect any Brand Partnership revenue to flow from our agreement with Red Lea Chicken it represents a small first step in engaging Australia's leading brands with the Rewardle Platform."

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About Rewardle Holdings Limited (ASX: RXH)

Rewardle Holdings Limited (Rewardle) is a technology service provider to local SME merchants.

As technology changes how we connect, share and transact, Rewardle is positioning itself to be a leading player as the worlds of social media, marketing, mobile and payments converge.

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

Having secured a substantial early mover advantage the Company has established a number of barriers for new entrants, with arguably the most significant being the powerful Network Effects that accompany the growing Merchant and Member Network.

The Company listed on the ASX on the 7th October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.