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ADELYA PARTNERS WITH CANADIAN KIOSK, CANADA'S LARGEST ONLINE CITY GUIDE

Adelya and Canadian Kiosk come together to offer a one-of-a-kind rewards program to Canadian businesses.

February 21st 2013, ADELYA - a company specializing in mobile loyalty and marketing services - announces today that they have partnered with Canadian Kiosk, the largest online city guide in Canada, to offer a one of a kind digital rewards program across Canada.



The Canadian Kiosk Digital Rewards program was successfully launched on February 16th and 17th, in 25 local businesses, as part of the WinterBrewed festival on Sparks Street in Ottawa, Ontario.

As a leader in online marketing, Canadian Kiosk is eager to offer local businesses a one of a kind loyalty program using web and mobile technologies. ADELYA is a well-known player in loyalty and marketing services, and a pioneer in NFC technologies for the retail market, so the fit between

these two companies was immediate. Recognizing that Near Field Communication (NFC) is quickly becoming standard on next generation mobile devices, Canadian Kiosk Digital Rewards was developed with ADELYA to enable members to use NFC enabled phones to earn rewards at participating retailers, as well as carrying traditional membership cards.

Digital Rewards by Canadiankiosk.ca is a loyalty program with a twist. Members earn points just for walking into local businesses, no purchase necessary! Members can trade in their points at the Digital Rewards Online Store for gift certificates, freebies, and special members-only offers. It's easy to get started, simply visit www.digitalrewards.ca to sign up.

Eager Digital Rewards Members can collect extra points by participating in Canadian Kiosk Missions, such as the *Bar Star Mission* where members check into three bars within 12 hours, and are rewarded extra points for successfully completing the mission! For those with a more cultured palate, the *Art Attack* mission awards bonus points for visiting three art galleries in a six hour period.

The CanadianKiosk.ca Digital Rewards program also rewards its members for being loyal by offering four levels of membership. Members begin as a 'Tourist', and as points are accumulated, graduate to the level of 'Local', 'VIP', and finally 'Local Celeb'. The more businesses the member experiences - and the more events they attend - the bigger their rewards. Not only will higher ranking members have access to better deals, they are also given more exciting missions, as well as better items in the Digital Rewards Online Store.

The program is all about enjoying what is local - from arts and entertainment, to high end shopping and sporting events, Canadian Kiosk is set to create the largest and most trusted online rewards programs that encourages people to buy locally, and be active in their communities.

"In advance of selecting a loyalty platform to work with, the team conducted extensive research. Our criteria included a platform that was proven and a management team that would be responsive to our needs. We found that both in ADELYA." said Cory Zufelt, CEO.

"We are very proud to welcome Canadian Kiosk among our partners. We are strong believers that a dedicated distribution network is the right strategy to accelerate our worldwide expansion." said ADELYA CEO Jean-François Novak. *"Canadian Kiosk is our first North American partner with*



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presence across the major cities in Canada and they have designed a very attractive reward program mixing NFC technology and instant rewarding for consumer”



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About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty and customer engagement offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue is a white label loyalty wallet available on the web and on smartphones. Loyalty Avenue mobile and web apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

ADELYA solutions are available in white label for distribution and reseller networks worldwide. Visit www.adelya.com.

About Canadian Kiosk



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The CanadianKiosk online business directory is a tourism and business portal for major cities across Canada. The directory has been in business since 1996, and is a trusted destination site for millions of people worldwide. The Canadian Kiosk network is currently Canada's largest network of online city guides – providing businesses with cost effective advertising, and visitors with an easy to use business directory for all of their needs!

CanadianKiosk receives over six-million collective visitors to their websites every year, and is a trusted resource for Google – as they refer visitors to the websites on a daily basis - and consistently rank them #1 organically through popular searches.

CanadianKiosk consistently meets or exceeds the expectations of the client's by continuing to deliver sales and leads through their doors on a regular basis. CanadianKiosk is proud to have the support of thousands of businesses in Canada who choose to advertise on their online directories – and with a 95% renewal rate they must be doing something right!

Contact us

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