



Press Release

CARDFREE Signs Exclusive Deal with Bluedot Innovation for its High Precision Location Services to Enable Offers, Orders and Payments Seamlessly via Mobile Platform

SAN FRANCISCO, March 5, 2015 – CARDFREE, the leading mobile commerce provider to large merchants, announced that it has entered into an exclusive agreement to use Bluedot Innovation’s revolutionary location services technology in restaurants in the U.S.

Bluedot Innovation is enabling a new generation of location-based commerce through its cutting-edge technology that delivers 20x the precision of competing products. It offers the maximum achievable precision of GPS but without the battery drain usually experienced or the need for new hardware, such as beacons or sensors.

As a result, Bluedot Innovation enables location-based triggers so consumers may receive an offer, submit an order, enable a mobile payment or any number of services automatically based on their proximity to the entrance or drive-thru.

CARDFREE’s award-winning mobile commerce platform provides full customer lifecycle capabilities, including smart offers, gifting, order-ahead, stored value, payments, loyalty and rich data analytics. Built to accommodate large-scale deployments, the platform has been selected by numerous top 50 quick service restaurants (“QSRs”) and is currently expanding to other restaurant categories and verticals including grocery and convenience stores.

“We are happy to answer the overwhelming merchant interest in location-based marketing by presenting our customers with an exclusive technology that is more accurate and seamless than current solutions in market,” explained Jon Squire, founder and chief executive officer of CARDFREE. “Though we enable beacons as well as other approaches, we are extremely excited to offer our customers Bluedot’s cutting-edge alternative that addresses the need for easy, precise and cost-effective location-services. We’ll offer these services as stand-alone solutions as well as integrated with our platform components.”

“CARDFREE is the clear mobile commerce leader with QSRs and we’re excited to partner with them to deliver some truly innovative services to the market,” commented Emil Davityan, cofounder of Bluedot Innovation. “By combining our breakthrough technology with CARDFREE’s industry-leading platform, restaurants can improve the overall experience for their customers by interacting with them at precisely the time and place that’s most relevant. The partnership between Bluedot Innovation and CARDFREE will deliver some of the most creative and game changing location services solutions available for merchants to date.”

In addition to servicing restaurants in the US, CARDFREE and Bluedot Innovation also plan to partner in international markets later this year.



About CARDFREE

From the team that deployed the three largest mobile commerce initiatives in the U.S., CARDFREE offers merchants a one-stop solution to mobilize and enhance the customer experience for maximum ROI. CARDFREE offers complete, integrated solutions for merchants from mobile and online through to the POS. Our award-winning platform provides end-to end capabilities to engage customers via merchant-branded interfaces such as mGifts, messaging, smart offers, loyalty, payments, order ahead and social media integration. CARDFREE is headquartered in San Francisco and has been recognized as a "Fierce 15" company by Fierce Wireless. Customers include Taco Bell, Sonic Drive-In and Checkers/Rally's.

For more information, visit www.cardfree.com or contact press@cardfree.com.

About Bluedot Innovation

Bluedot Innovation is a leader in high precision location services technology for mobile. It powers advanced location-aware apps that take advantage of unprecedented precision, while minimizing the battery drain on their customer's smartphone. It delivers this performance without the need for additional hardware or infrastructure, making the technology highly scalable and cost effective. Bluedot Innovation is also setting a new standard in protecting the privacy of end-users. Unlike most other location services providers, it doesn't track or collect any personal information about end-users.

For more information, visit <http://www.bluedotinnovation.com> or contact enquiries@bluedotinnovation.com.