

## **bCODE and Valassis help IKEA Seattle put savings in the palm of their customers' hands.**

SAN FRANCISCO, Calif., June 18, 2008 – bCODE, a leading global provider of one-to-one mobile marketing solutions has teamed up with Valassis Interactive, the interactive arm of Valassis, one of the nation's leading media and marketing services companies (NYSE: VCI), to deliver a mobile-based loyalty program for the IKEA Seattle store.

Customers of the IKEA Seattle store can join the "IKEA Mobile" mobile loyalty program by simply sending a pre-selected keyword via text message to a shortcode (e.g. 12345). Members of the IKEA Mobile program receive personalized offers via SMS text messages to their mobile devices. These offers are then redeemed at the store using bCODE's innovate self-service mobile scanners.

Delivering offers via regular SMS text messages means that more than 98% of the population with a mobile device can instantly benefit from these personalized offers. Unlike other mobile marketing programs that require special software downloads, carrier subscription services, or special phones, bCODES simply work on virtually any device. The secure nature of scanned bCODE's means that high-value offers can be sent to program members increasing the overall attractiveness and value of the program.

The IKEA Mobile program has now been successfully running for 8 months, and has proven to be very popular with IKEA Seattle's customers. According to IKEA Seattle Store Manager, Laurie Helm, "We are always looking for new ways to communicate and create relationships with our customers. Our customers enjoy the easy interaction, the ability to select which offer will work for them, and the opportunity to redeem their savings immediately."

"Your mobile phone is such a personal device – you carry it everywhere with you. Our IKEA Mobile program has allowed us to communicate one to one with our customers about store sales, events and activities, but it's the bCODE solution which has allowed us to drive customer traffic into the store. We can send offers right to their mobile device, and by scanning their bCODEs at the store, customers can receive exclusive, valuable savings offers on our products. We've had very positive results in our use of the scanners, and our customers are having a lot of fun with the technology. They feel they're doing something "special". It's not your average coupon, that's for sure," states Casey Crook, Interactive Marketing Specialist, IKEA Seattle.

"We are very pleased to have the opportunity to deploy this solution for IKEA Seattle with Valassis. The results have confirmed our vision that a great consumer experience, ease-of-use and high-value offers through a secure redemption mechanism are necessary for driving adoption and response with mobile marketing programs," said Michael Mak, CEO of bCODE.

IKEA is the largest home furnishing retailer in the world with more than 275 stores in 36 countries, including 35 in the U.S., where new stores are being planned in: Charlotte, NC; Somerville, MA; and Tampa, FL. IKEA believes home is the most important place in the world and, since its 1943 founding in Sweden, has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in FORTUNE's annual "100 Best Companies to Work For" list (three years in a row), Working Mother magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and Training magazine's annual "Top 100" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continually supports initiatives that benefit causes such as children and the environment.

IKEA Seattle is located just off Hwy 167 in South Renton. For more information, store hours and directions, visit <http://www.IKEA-USA.com/Seattle>. IKEA Contact: Casey Crook 601 SW 41st Street Renton, WA 98057 425.656.4404 ext1339 [casey.crook@memo.ikea.com](mailto:casey.crook@memo.ikea.com)

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