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bCODE Releases IKEA Case Study About Driving Incremental Retail Revenue Using bCODE Coupons

San Francisco, California – June 10th 2009 – bCODE and IKEA Seattle have driven significant revenue by using the bCODE service, an innovative mobile coupon delivery and redemption platform.

bCODE has released the results of the IKEA Seattle use of bCODEs to drive incremental revenue from its IKEA Mobile loyalty program in a Mobile Marketing Association Case Study (<http://www.mmaglobal.com/studies/drive-incremental-retail-revenue-using-secure-mobile-coupons-bcode>).

Members of IKEA Mobile were sent Member-Exclusive secure SMS offers up to twice monthly. Customers were driven by these attractive offers to visit the store to redeem their bCODE and make their purchases. A notable increase in store traffic was directly measured and attributed to the bCODE offers.

When the consumer arrives at IKEA Seattle, they “scan” their bCODE secure SMS offer at one of three bCODE MediaPlane interactive terminals, select their desired offer and print a paper coupon to use during check-out at the point of sale.

The bCODE service is able to track offer conversion down to the individual level – providing the knowledge of the effectiveness of an offer to drive additional foot traffic – and delivering a quantitative return on investment for those offers.

bCODE campaigns average a 5% to 10% in-store coupon redemption rate, and consumers that have scanned a bCODE mobile coupon spend, on average significantly more than a customer who has not scanned a bCODE.

The bCODE IKEA Case Study further details the method in which IKEA Seattle used the bCODE service to drive incremental revenue using unique, trackable bCODEs and is available at

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<http://www.mmaglobal.com/studies/drive-incremental-retail-revenue-using-secure-mobile-coupons-bcode> .

For more information please visit <http://www.bCODE.com> where you can see videos of the bCODE service and innovative bCODE MediaPlane in action. bCODE and the bCODE mark are registered trademarks of bCODE Pty. Ltd.

ABOUT bCODE – bCODE Inc., founded in Australia in 2004 and deployed in 16 countries worldwide, is the provider of the bCODE service, an independent out-of-home advertising network coupled with unique mobile, interactive and couponing capabilities that drives real-world revenue growth. Consumers receive text message (SMS) incentives and offers on their mobile phone that they then redeem at the innovative bCODE MediaPlane in-store terminals. The consumer then chooses what offer they are interested in, and is able to print out their personalized coupon for use at the point-of-sale. bCODEs work across all mobile phones as they are SMS messages, a ubiquitous text messaging technology available through all mobile telephone service providers.

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