

PRODEGE



Prodege, LLC, Parent Company of Swagbucks, Acquires Leading Shopping Rewards Site MyPoints.com

EL SEGUNDO, CA--(Marketwired - Apr 19, 2016) - [Prodege, LLC](#) -- parent company of multiple online rewards, market research and media brands including its flagship consumer site, [Swagbucks](#) -- announced today that it has acquired leading shopping rewards site [MyPoints.com](#) ("MyPoints"), adding to its growing portfolio of digital loyalty and reward businesses. MyPoints was previously a subsidiary of United Online, Inc. (NASDAQ:UNTD).

Headquartered in San Francisco, MyPoints will continue to operate independently under its own brand. The acquisition means that advertisers, retailers and market research firms can now work with both MyPoints and Swagbucks in order to achieve greater scale and marketing power. MyPoints members will experience no changes other than expanded opportunities to earn reward points in the coming months.

"Given the dramatic growth in our own digital coupon and cashback shopping business over the past few years, we were able to recognize the unique opportunity to join forces with a well-respected company like MyPoints to further accelerate our growth and create an enterprise business profile that is well diversified across shopping and e-commerce, market research and audience development," said Chuck Davis, CEO of Prodege, LLC. "We're excited to have brought a great company like MyPoints into the Prodege family."

With the acquisition, Prodege will benefit from MyPoints' popular points-based shopping business, whose loyal membership brings additional value and marketing opportunities to major online retailers and national advertisers and will facilitate over \$500 million in retail sales on a combined basis. The MyPoints audience will also expand the scale and value of Prodege's leading market research panel business, ProdegeMR.

"We're thrilled to join the Prodege family. Our partnership with Swagbucks and other Prodege properties will empower MyPoints users with access to the most compelling rewards and the best deals available online," said Sha Fakiri, General Manager of

MyPoints. "This will help us continue to attract and retain the world's savviest shoppers, online merchants and advertising partners."

ABOUT PRODEGE, LLC

Prodege, LLC is a leading Internet and media company that oversees multiple online rewards, market research and media brands that deliver content and rewards to millions of users. Prodege's flagship product, Swagbucks, is the web's most popular rewards program that gives members free gift cards and cash for the everyday activities that they already do online. Points are redeemable for gift cards to major retailers including Amazon and Walmart. Headquartered in El Segundo, California, Swagbucks has paid out over \$125 million in cash and gift cards. For more information, please visit www.swagbucks.com.

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