



VueLogic & TransactionTree, Inc.

Partnership Announcement

Atlanta, GA based, VueLogic and TransactionTree are partnering to offer retailers visibility into POS consumer preferences with their patent pending SaaS solution. TransactionTree's proprietary eReceipt technology cuts down on paper usage while simultaneously providing retailer's insight into customers' in-store purchase trends and event triggered marketing solutions. Leveraging VueLogic's customer intelligence solution, eReceipt customers have access to PowerTree's insightful and precise marketing solutions.

"We are excited about our partnership with TransactionTree", said Patricia Hughes, EVP of Business Development at VueLogic. "This is a unique opportunity to positively impact the environment by removing paper receipts while at the same time eliminating the need for mass messaging."

The new partnership allows VueLogic to offer critical POS level data analytics, a second tier that translates to increased efficiency and profit for retailers. The increased precision fosters the delivery of real-time intelligence and opens databases for the extraction of more meaning. Suddenly, point of sale transaction summaries are not just numbers on a page, but keys to effectively targeting messaging to customers based on their actual shopping activity.

"Our partnership with VueLogic allows for more efficient messaging that still caters to customers' wants and needs," said Vanessa Jimenez, Chief Creative Officer of TransactionTree, Inc. "The great part about it is that it makes marketing more economical while appealing to customers on a personal level."

Retailers can now view consumer purchases and communication preferences using distinct categories and trigger events across multiple data sources, including POS transactions, loyalty card activity, e-commerce transactions, marketing responses and more. The system collects no credit card information, ensuring customer privacy and confidence.

The guesswork involved in the targeting consumer marketing campaigns of yore is disappearing. With VueLogic and TransactionTree, Inc.'s advanced marketing solution, reaching and maintaining customers has never been easier.

About Transaction Tree:

TransactionTree, Inc. is an event driven digital receipts and marketing delivery system. We provide a unique solution with our innovative paperless receipts delivery system (eReceipts). Our technology recognizes purchase events, validates customer email addresses and emails the transaction receipt in real time. We are a green company providing simple and eco-friendly solutions by utilizing advances in today's digital technology.

Contact:
Vanessa Jimenez, Chief Creative Officer
Transaction Tree
(888) 803-9990
www.transactiontree.com

About VueLogic:

VueLogic is a premiere, SaaS, revenue generation solution for online retailers, social networks and premium content providers; enabling companies to harness, analyze and trend their customer transactions, (monetary and non-monetary), across domains, in a confidential and secure environment. For the first time, companies can make specific offers to their customers based on actual preferences. With VueLogic's PowerVUE[®] solutions, companies leverage analytics, micro-targeting, scoring and profiling to create more revenue at less cost, at each customer interaction.

Contact:
Patricia Hughes, EVP Business Development
VueLogic, LLC
678 855 7134
www.vuelogic.com