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PROMOWORKS AND HOUSE PARTY PARTNER TO LINK IN-STORE AND IN-HOME MARKETING

Unique Shopper Marketing Solutions Target Consumers at Key Moments of Receptivity, Boosting ROI

Schaumburg, IL, March 3, 2010 — PromoWorks®, the nation's leading provider of direct-to-consumer product sampling and shopper engagement events, and House Party™, the leader in in-home-and-digital marketing programs, today announced they have formed a strategic partnership to provide offerings for brand marketers that link in-store sampling and in-home marketing via completely new customized programs.

“The real power of this partnership is that marketers can for the first time link these two critical moments of increasingly rare consumer receptivity—when consumers are trying products in the homes of their families and friends, and when they’re sampling and making purchase decisions in-store,” commented Kitty Kolding, CEO of House Party. “This link is revolutionary, and will dramatically improve marketers’ cost-effectiveness and results.”

Marketers can now close the home - store loop: they can engage hundreds of thousands of highly targeted, opted-in, influential consumers with product samples and compelling offers in their homes through a national House Party event; and they can drive purchase at retail via the in-store shopper engagement and sampling events of PromoWorks. The combination of these two potent marketing approaches will deliver the proven results that each already achieves - and more. And every step in the loop will be thoroughly measured and reported.

“Activating targeted consumers through the in-home party experience, and then converting those leads to an in-store purchase, while monitoring performance all along the way, will give marketers a highly targeted direct connection to their consumers and a better program ROI than ever before,” said John Stermer, EVP Sales and Marketing for PromoWorks.

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This partnership offers marketers many ways to combine in-home and in-store marketing.

For example:

- 1) Through the new [In-Box Sampling™](#) program, PromoWorks' clients can now sample their products into the Party Packs, the center of the House Party events - boxes of branded materials and samples that arrive at the host households just before the National Party day.
- 2) Together, PromoWorks and House Party can build fully customized, completely integrated programs from the ground up, programs that artfully combine the immersive brand experiences of House Party events with the in-store activation, purchase and conversion of PromoWorks programs.

Today's announcement represents a significant commitment by these two companies to work together, and they expect more integrated strategies to result from their collaboration over time.

ABOUT PROMOWORKS

PromoWorks® is the nation's respected leader in product sampling and shopper engagement strategies. Representing hundreds of consumer brand manufacturers and national retailers, PromoWorks designs and delivers break-through shopper marketing solutions that reach target consumers where they live, learn, play and shop. Clients choose PromoWorks for results-oriented in-store and out-of-store programming that is fueled by advanced consumer insights and measured through comprehensive reporting and analytics. For more information visit www.promoworks.com

ABOUT HOUSE PARTY

Founded in 2005, House Party (www.houseparty.com) (<http://corp.houseparty.com/>) is a leading consumer activation and experiential marketing services company that engages thousands of qualified consumer advocates who host in-home parties featuring a brand, product or element of entertainment programming. Managed via a proprietary, customized online community space for each brand event, consumers engage both in home and online to explore and promote brands they love. Today House Party stands alone as the most trusted, influential and comprehensive medium for generating in-home marketing results. Headquartered in Irvington, NY, House Party is dedicated to creating and executing successful, high-impact, consumer activation campaigns for a diverse range of industries and Fortune 1000 companies, including NBC, Kraft, Ford, Johnson & Johnson, Canon, Gerber, Disney, Microsoft and many others.

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