



**FOR IMMEDIATE RELEASE:**

## SVVGA Offers Innovative iPhone App for Sonoma Valley Wineries and Businesses

*Punch Rewards Give Businesses a Direct Link to Consumers, Encouraging Loyalty and Referrals*

**Sonoma, CA (March, 8<sup>th</sup>, 2010)** - Sonoma Valley wineries and businesses have a new way to attract and retain their customers. The Sonoma Valley Vinters & Growers Association (SVVGA) today announced its partnership with Punch Rewards, provider of an innovative marketing and loyalty iPhone application that businesses use to engage customers on many levels.

Punch provides customers a free iPhone App that allows them to get offers from local businesses, earn rewards, get directions, view business information, and share lists of their favorite businesses with other Punch users.

Businesses use Punch to make their existing marketing campaigns more effective. They use Punch to reward their best customers for frequent visits and to offer customers incentives for referring their friends.

SVVGA and business owners can use Punch to increase foot-traffic by incorporating a Punch Code (2D bar code) into existing print or online marketing campaigns. For example, include a punch code in a magazine article, in your email blast, or on a web site. Customers use the Punch App to scan the codes and get special offers, view store hours, and get directions right on their iPhones.

"I was floored by the power of Punch," said Grant Raeside, Executive Director of SVVGA. "With Punch we are able to provide our members a new way to reach their customers, and it gives us metrics we've never had before. For example, we can use it to see the number of the people that use Punch to capture the list of wineries printed on our Sonoma Valley Map and then how many actually show up and Punch at specific locations. That's powerful data for everyone."

Businesses can use Punch to track customer visits. Each time a customer purchases an item, they scan a Punch Code at the store location to record their visit. Businesses can configure the system to issue a reward after a certain number of punches.

Punch also provides customers with the ability to share lists of their favorite wineries, boutiques, restaurants, coffee houses--anyplace they like to shop. Business owners can tap into this capability to provide incentives for referrals and encourage viral marketing.

There's no hardware or software to install or integrate. Management of the program, rewards, offers and full reporting is available via a simple web-based interface.

"We are thrilled to be teaming up with the SVVGA to offer Sonoma Valley businesses cutting edge technology that has real value. We think the ability to tie Punch to existing marketing campaigns and to use Punch for promoting and tracking customer referrals is especially suited to SVVGA members." Said Scott Agatep, VP of Product and Marketing at Punch Rewards.

### **About SVVGA**

<add SVVGA Info: The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$6,000,000 for local Sonoma Valley charities through Sonoma Wine Country Weekend. To learn more about the SVVGA and SVVGF, visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) or call 707-935-0803.

### **About Punch Rewards**

Punch Rewards is an iPhone app that offers businesses and organizations a new way to engage their customers. The app is free for customers and allows businesses to post offers, issue rewards for frequent visits, and provide incentives for referrals. With Punch, businesses can interact with their customers throughout the customer lifecycle via customers' iPhones and customers get a convenient way to connect with their favorite merchants. Businesses have full access to reports and program management 24 hours-a-day.

Punch Rewards was developed in Sacramento, CA by POS Portal Inc., a leading provider of hardware and software to the merchant acquiring industry. For more information, visit [www.punchrewards.com](http://www.punchrewards.com) or email [info@punchrewards.com](mailto:info@punchrewards.com).