



CINCINNATI BELL, LOC ENTERPRISES ANNOUNCE
PARTNERSHIP
2/27/2017

Cincinnati Bell Inc. and LOC Enterprises, LLC have announced a partnership that will rebrand the innovative LOC Card as the Connect Cincinnati LOC Card and add additional value to businesses participating in Cincinnati Bell's Connect Cincinnati ecosystem.

The Connect Cincinnati LOC Card is a radically different infrastructure option for merchants, focused solely on removing all "pain points" that reduce customer participation with merchant engagement/loyalty programs by simplifying enrollment and content delivery for consumers.

This solution provides businesses every tool they desire to fully engage consumers while addressing the consumers' issues around merchant communication within a Single Engagement Platform.

For consumers, the Connect Cincinnati LOC Card solution is seen as a "universal" loyalty card that eliminates the need to carry multiple loyalty cards to receive merchant rewards and benefits. Instead, the Connect Cincinnati LOC Card solution allows customers to participate in multiple loyalty programs through a single card or mobile application.

With one swipe of the Connect Cincinnati LOC Card through any participating merchant's system, a customer is automatically enrolled into that merchant's loyalty program – no applications, no forms, no hassle. The Connect Cincinnati LOC Card platform allows customers to manage all of their loyalty/rewards programs from a single user dashboard, where they can find new rewards and special offers that have been accumulated from various merchants.

Consumers will be able to obtain their Connect Cincinnati LOC Card at participating merchants or through Cincinnati Bell.

Under the new partnership, businesses and organizations that are part of Cincinnati Bell's Connect Cincinnati mobile app – which allows them to provide app users with exclusive deals and offers – can now bring their engagement/loyalty programs into the Connect Cincinnati LOC

Card solution. There are more than 200 businesses and organizations that are part of the Connect Cincinnati mobile app, which has drawn more than 100,000 users since it launched in 2015.

“Connecting customers to what matters most is Cincinnati Bell’s mission,” said Rob Scott, Senior Director of Mobile Strategy at Cincinnati Bell. “Our partnership with LOC Enterprises is another way we can add value to businesses and consumers that are part of the Connect Cincinnati mobile app ecosystem.”

“We are very excited to be working with Cincinnati Bell, one of the region’s most innovative technology companies,” said Jack Kennamer, CEO of LOC Enterprises. “We’ve worked incredibly hard to develop a solution that will fully meet the needs of both consumers and merchants when it comes to facilitating engagement. We have confirmed the power of our solution in an independent consumer research study where 87 percent of consumers said they would use LOC as their preferred method to engage with merchants. While only 2 percent declined, 46 percent of the consumers said they would shop participating merchants more frequently. Those are some powerful numbers. We believe Cincinnati Bell will be an exceptional partner as we officially launch our solution here in the tristate.”

About LOC Enterprises, LLC

LOC Enterprises, LLC, based in Cincinnati, OH with offices in Bedford, NH and Wichita, KS, is the parent company of the LOC Card Solution®, providing the most effective, cost efficient, privacy protected, independent way to connect consumers with merchants’ rewards and loyalty programs. LOC Enterprises’ management team consists of industry veterans from HP, Motorola, major retailers, and proven entrepreneurs in the fields of technology, start-up development, marketing and retail, bringing extreme depth and experience to the new brand.

For merchants interested in joining Connect Cincinnati during the launch phase or to gather more information, please e-mail connectcincinnati@cinbell.com or visit www.LOCcard.com/merchant

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