



Smart Marketing. Smart Technology. Smart Solutions.



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### Press Release: Rewarding Regulars at the Riverfront with LoyaltyTrak

Newark, DE

12/13/2004

Smart Button is pleased to announce that "Riverfront Wilmington" has implemented the company's customer loyalty solution, LoyaltyTrak. LoyaltyTrak is a hosted web-based customer loyalty and rewards solution developed for the restaurant, retail, entertainment and leisure industries. It is a revenue-generating marketing tool that creates customer loyalty and produces measurable results for Smart Button's clients.

With LoyaltyTrak, Smart Button will be able to provide "Riverfront Wilmington" with a complete database containing extensive customer information. This will allow "Riverfront Wilmington" to build strong relationships with their customers and encourage repeat visits through the Riverfront Wilmington Rewards Program.

The program is designed to identify customers that are frequent patrons of the Riverfront Wilmington community, establish a means with which to communicate with them directly, and offer them a chance to earn points and rewards at numerous participating attractions.

Members of the Riverfront Wilmington Rewards Program are entitled to "Members Only Discounts" by simply showing their card to any participating merchants or scanning it at a kiosk. Members will receive discounts at the Blair Catalog Outlet, LL Bean, L'eggs/Hanes/Bali/Playtex Factory Outlet and Iron Hill Brewery.

Customers can also acquire points by simply visiting a participant merchant location, visiting the [riverfrontrewards.com](http://riverfrontrewards.com) Portal or answering survey questions. Once members accumulate points, they will receive rewards such as gift certificates from Molly's, US Factory Outlets and P & S Ravioli, as well as free food from Tokyo Sushi, Timothy's and Jeenwong.

In order to sign up for the free program, customers may enroll online at

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www.riverfrontrewards.com or visit a participating merchant and fill out an application.

Participating merchants include:

- Iron Hill
- Harry's Seafood Grill
- Timothy's
- Riverfront Market
- Jeenwong Thai Cuisine
- Jonas Miller Butcher & Bake Shop
- Lapp's Kitchen
- Molly's Old Fashioned Ice Cream & Deli
- P & S Ravioli
- Tokyo Sushi
- Shipyard Shops
- Blair Catalog Outlet
- L'eggs/Hanes/Bali/Playtex
- LL Bean Factory Store
- Nautica
- Riverfront Flowers
- Riverfront Produce
- Totes/Isotoner/Sunglass World
- Twenty/20
- US Factory Outlets
- Delaware Sports Museum and Hall of Fame

### About Smart Button

Smart Button Associates is a leader in the development of affordable loyalty marketing systems for the sports, entertainment, leisure and retail industries. The company is recognized as an innovator in providing high-impact, quality loyalty marketing software solutions that enable customers to target their own customers, offer value, deliver rewards and ultimately increase loyalty. Smart Button builds comprehensive marketing-driven loyalty and rewards software solutions that produce measurable results and improve business performance. With its origination in the horseracing industry, the company has already proven its effectiveness and positioned itself as a leading provider of comprehensive software solutions with their products. Smart Button's loyalty marketing software is currently utilized in over 500 facilities throughout the United States and Canada including over 60% of the North American pari-mutuel venues, several Las Vegas casinos, George Mason University and the Arizona Diamondbacks. Over 2.5 million patrons are enrolled in Smart Button's database. Smart Button Associates is headquartered in Newark, Delaware.

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Corporate Headquarters

Smart Button

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If you'd like us to send you information regarding our Loyalty Platform please contact us.

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