
Digital redemption at retail takes giant leap forward

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(Winston-Salem, N.C.) Inmar, the nation's leading promotion transaction settlement provider, today announced plans to work with technology firm M-Dot Network to provide retailers with real time settlement for all types of digitally-delivered and redeemed coupons and promotional incentives. M-Dot Network provides an enterprise network enabling digital promotion issuers to integrate consumer touch points with a retailer's point-of-sale (POS) system without the expense of in-store hardware. M-Dot Network will leverage Inmar's Conexions digital promotions settlement platform to manage the necessary reimbursement of promotional funds to retailers.

"Our real-time processing technology enables retailers to own and manage their own pipeline of digital coupons and offers, safely and securely," said Bill Catania, CEO of M-Dot Network. "And with our integration with Inmar, we have now added the crucial financial settlement piece to our platform, integrating digital offers into the POS as well as the coupon settlement process."

Shoppers continue to show interest in using more digital promotions, which creates an immediate need for retailers to have a dedicated network to manage these new transactions. Further, for brands and retailers to confidently participate in the digital revolution, the industry requires the kind of robust financial controls and fraud prevention – such as PCI and Sarbanes-Oxley compliance and accurate financial reconciliation – provided by the M-Dot Network solution.

"Promotional transactions represent a significant financial exchange between brands and retailers," said Sharon Wahrmund, Director of Business Development for Inmar. "With Inmar's Conexions handling that exchange accurately, efficiently and with all of the necessary controls, M-Dot Network provides retailers a network that meets the industry's needs."

About Inmar. Inmar's technology-driven solutions deliver critical operations for leading retailers, wholesalers and manufacturers to manage reverse logistics, facilitate promotions, and recover revenue. As the nation's largest and most comprehensive provider of promotion logistics and settlement services, Inmar serves over 1,200 clients, including manufacturers, wholesalers and retailers, and processes more than 3.5 billion transactions annually. Inmar's Conexions digital promotions settlement platform provides accurate and flexible financial reconciliation options for all types of promotions involving digital redemption. For more information, visit www.inmar.com.

About M-Dot Network. M-Dot Network is a digital incentive network processor that enables retailers to issue and redeem digital coupons and incentives in real-time while utilizing their existing in-store technology infrastructure. M-Dot provides secure transaction processing that is both PCI and Sarbanes-Oxley compliant, treating digital coupons and incentives similarly to currency. The company is headquartered in Erie, Pennsylvania with its engineering operations based in the Tampa/St. Petersburg, Florida region. For more information visit www.mdotnetwork.com