



For Immediate Release

## **SHOPRUNNER ADDS LEADING CONTEMPORARY FASHION COMPANIES TO GROWING PORTFOLIO OF BRANDS**

***Alexis Bittar, alice + olivia, bebe, Joie, Kooba and Lucky Brand to Offer ShopRunner's Free 2-Day Shipping and Suite of VIP Online Shopping Benefits***

**San Mateo, Calif.—July 17, 2015**—ShopRunner, the members-only service for online shoppers, today announced that it is expanding its contemporary fashion offering through partnership agreements with Alexis Bittar, alice + olivia, bebe, Joie, Kooba and Lucky Brand.

Through the strategic agreements, these brands will now offer ShopRunner's suite of VIP shopping benefits, including free 2-day shipping, free and easy returns, exclusive member offers, and 2-click check out. In addition, the brands will gain access to ShopRunner's 2.5 million active members comprised of high value online shoppers who make purchases more often and buy more products than other customers. The companies join ShopRunner's growing contemporary fashion portfolio, which includes Neiman Marcus, Narciso Rodriguez, Rebecca Taylor, Stuart Weitzman, Spanx, Hudson Jeans, Cole Haan, Calvin Klein, and Bergdorf Goodman among others.

"We are expanding our offering in contemporary fashion as part of our commitment to deliver what our members want, and not just what they need," said Scott Thompson, CEO of ShopRunner. "We recognize that retailers need to continuously step up their game to compete for the consumer's interest, spend, and loyalty, and are pleased to partner with such coveted fashion brands to help them provide the premium shopping experience that today's consumers have come to expect."

These and other brand partners rely on ShopRunner's extensive digital retail expertise to offer a portfolio of personalized customer engagement benefits including customized marketing, express checkout, ease, convenience and exclusive member offers. ShopRunner connects its high value online shoppers with 100+ best-in-class retailers such as Toys"R"Us, Drugstore.com, Brooks Brothers, Tommy Hilfiger, GNC, American Eagle Outfitters, and Blue Nile.

### **About ShopRunner**

ShopRunner is the best way to save time and money while shopping online for the stuff you love. Its unique membership experience makes it easy for members to get everything from designer jeans to digital cameras. Members enjoy benefits like free 2-day shipping, free return shipping, easy 2-click checkout, and members-only deals and much more.

ShopRunner connects top retailers and brands to the best online shoppers. ShopRunner's exclusive member benefits and highly targeted, data-driven marketing help retail partners acquire high value customers while increasing existing customers' purchase frequency and spend.

ShopRunner continues to experience tremendous growth. ShopRunner has over 2.5 MM members and 100+ live retailer sites. The company is led by Scott Thompson, CEO, and a seasoned team of internet and ecommerce professionals based in San Francisco and Philadelphia. The company is backed by Kynetic, Alibaba, and American Express.

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