

FidMe version 4 released: Retailers loyalty programs connected and Passbook enabled

With 1.5 million users, FidMe, (European leading loyalty mobile application), evolves to a new stage and becomes the first loyalty "m-wallet". Now, users can connect their retailer loyalty programs to FidMe, on every mobile. A step of giant for the digitalized loyalty!

Live display of points balance, access to coupons and account details, users can access from FidMe to their retailers complete programs. **Monoprix, Virgin Megastore and Bizzbee** have already connected their program to FidMe in France. No doubt many others will follow, to benefit visibility from 1.5 million users (growing fast everyday). Thousands of independent local stores and franchises, like **Quick, McDonald's, Columbus Café, Nooï, Zumo...** use FidMe mobiles stamps system too.

To meet the FidMe user community needs, v4 includes **Passbook connexion**. iPhone owners can now push their coupons and local shops gift into their Passbook, they will no longer miss any single offer. Passbook alerts the user when he is close to his shops!

Among many other new features, the application includes an **advanced notification center**, allowing the user to select and receive offers from his favorite retailer, according to its choice of stores and themes.

Because we want to be available to the greatest number, FidMe V4 will be immediately available on iPhone and Android, quickly on Windows Phone and Blackberry, and then on the others OS such as Bada and Symbian.



About FidMe

FidMe, developed by Snapp' (Bordeaux), is the European leader application for dematerialized loyalty programs. Free and with no ads, FidMe is compatible with all mobiles. FidMe allows registering all the traditional loyalty cards and stamp cards of local shops. Thousands of local shops and franchise networks (Mezzo di Pasta, Mc Donald's, Quick, Columbus Café, etc.) have joined the service. FidMe has 1.5 million users, 2,800 loyalty cards, 6 million dematerialized cards, 7.000 retailers. The application has received seven awards in 2011 and four in 2012. <http://www.fidme.com>

Press Contact

Laurent Bourgitteau-Guiard
0033 5 47 74 52 50
Le Grand Angle – Avenue Périé
33520 Bruges – France
www.snapp.fr – presse@snapp.fr