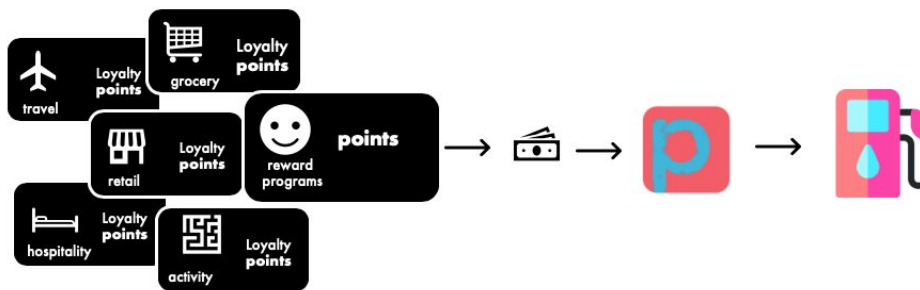


PUMPED

Zing Mobile Apps integrates with Pumped
**Points-to-Gas™ to Offer Brand New Features to Increase
Traffic and Sales**

ZING
Mobile Apps

Zing Mobile Apps is constantly looking to develop new ways to increase loyalty and sales for C-Stores and has now teamed up with Pumped to offer something completely different that the industry has not seen before. With the partnership, Zing adds to its portfolio of solutions, including its “Remote Ordering” and loyalty program for C- Stores, a broader suite of functionalities to C-Store fuel marketers for attracting drivers to their locations.



Pumped **Points-to-Gas™** is a universal platform for redeeming loyalty points into cash value for the purchase of fuel. Fuel benefits have proven to be **the most valuable currency** for consumers in the majority of loyalty programs and are more popular than instant discounts at the register. Very simply, consumers want a convenient and immediate way to claim their rewards using a mobile app.

With this new partnership, members of C-Stores incorporating Zing’s loyalty solution will be able to convert their loyalty points for cash towards the purchase of fuel at the C-Store’s locations, and to earn loyalty points on their fuel purchases.

This **Points-to-Gas™** program also employs a unique alternative to the more mainstream “Pay at Pump” method. Pumped’s solution is modeled on ‘click-and-collect’: the user can purchase fuel from anywhere at any time on their app, and ‘pick up the fuel’ (pump gas) at their favorite gas station at a later time. Gas retailers have the ability to price differently for low-traffic times, but more importantly target large driver groups that use the Pumped app.

The Pumped app is also available as part of the native iOS and Android branded apps offered by Zing.

Press Release by Jessica McMillan

Zing Mobile Apps

www.zingmobileapps.com

Pumped

<https://www.pumped.ai/>