



WONDER

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WONDER TECHNOLOGIES APPOINTS FINTECH INDUSTRY VETERAN KEITH SMITH TO PRESIDENT TO ACCELERATE GROWTH IN FAST-PACED DIGITAL INCENTIVES MARKET

*Company Also Announces New Senior Vice President of Sales and New Market
Development to Capitalize on Rapidly Growing Market Opportunity*

BURLINGAME, Calif. –Tuesday, Aug. 2, 2016 -- Wonder Technologies, a digital gifting and incentives platform company, today announced that 20-year mobile and payments industry veteran Keith Smith has joined the company as president to lead its go-to-market strategy and business growth. Smith also is now a member of Wonder's Board of Directors. The company also announced that Cullen Talley has joined as senior vice president of sales and new market development to spearhead its customer acquisition and sales acceleration strategy.

"Wonder is at the intersection of incentive marketing and payments," said Gerry Goldstein, co-founder and CEO, Wonder Technologies. "The market has clamored for a solution that truly unlocks the value of digital gifting, and Wonder is uniquely positioned to give merchants of all shapes and sizes the ability to attract and retain customers, while driving significant revenue. We're experiencing an exciting growth period as more merchants begin to reap the benefits of our technology, and Keith and Cullen's experience and leadership skills will be instrumental in helping us get to the next level."

Smith is an experienced executive with a track record for success in building and leading startups in the mobile, financial technology, payments and transaction processing industries. Most recently, he served as executive vice president and general manager at edo Interactive, where he helped drive consecutive, year-over-year, triple-digit growth. Previously, he founded CorFire (acquired by

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Mozido) in partnership with Korean mobile commerce giant, SK C&C, and led the growth of the company from three to over 200 employees. Smith also was a founding member of Firethorn (acquired by Qualcomm), an early U.S. leader in mobile banking technology. Earlier in his career, he was a founding member of Pre Solution (acquired by inComm) and held executive positions at Vital Merchant Services, Vital Processing and Concord EFS (acquired by First Data).

“Wonder fills an important void that exists in the market today for merchants to uncover key data insights about customers through digital incentives,” said Smith. “By using Wonder, merchants are able to more effectively create, launch, track and measure the success of their digital incentives and promotions programs. In all the years I have worked in this industry, I have yet to come across a technology where merchants are able to implement such impactful, tailored campaigns that provide greater distribution and visibility without any operational impact or change in consumer payment behavior. I’m extremely thrilled to join Wonder’s talented and passionate executive team so we can rapidly execute on the company’s vision.”

Talley brings nearly two decades of sales and revenue growth expertise to Wonder, having worked at both high-growth start-ups and market-leading international corporations. Most recently, Talley was senior vice president of national sales at edo Interactive, where he developed and managed the national sales team. Prior to edo, Talley worked for Firethorn during the pre-revenue phase of the company, where he was responsible for sales and business development for the financial services and retail sectors. Previously, Talley held senior positions at IDology, InComm and First Data.

Wonder has experienced significant traction and earlier this year launched a partnership with Visa to enable seamless offer activations and redemptions . In addition, Citi announced that its card users can use the Wonder app to purchase and instantly send gift cards by using Pay with Points as part of Citi’s [ThankYou](#) Rewards Program.

How It Works

With Wonder’s card-linked gifting platform, digital incentives are securely linked to the consumer’s favorite credit or debit card and are redeemed automatically at the time of purchase. For merchants, there is no point-of-sale (POS) configuration, staff training or operational impact. And because gifts are tied to an existing, verified account, fraud is reduced and merchants gain visibility on previously unavailable metrics such as total spend and repeat visits.

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About Wonder Technologies, Inc.

Wonder is revolutionizing the digital gifting and incentives market to make issuing, sending, redeeming and tracking digital promotions fast, easy and impactful. Wonder's innovative card-linked solution leverages the current payment and mobile ecosystems to deliver a faster ROI, lower implementation costs and increase customer engagement. With Wonder, merchants can immediately launch and measure the success of their marketing initiatives with actionable data and insights. Please visit www.gowonder.com for more information.

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