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NEWS RELEASE

Hownd™ Launches Inaugural Affinity Partnership with Tempe Chamber of Commerce to Bring Effortless Foot Traffic™ to Its Members

TEMPE, Ariz. - October 29, 2019 - [Hownd](#) (formerly FetchRev) has announced its new inaugural Affinity Partnership with the Tempe Chamber of Commerce to bring its patent-pending Effortless Foot Traffic™ generation platform to the chamber's members.

Hownd's platform generates the new and repeat customers local merchants need to grow their business and consistently generate more profitable revenue. It delivers a local merchant's promotions through an elegant combination of web, social media, email, and the free [MyHownd™](#) consumer mobile app.

The partnership means the Tempe Chamber will include Hownd's platform with each membership. Members can create their account in only five minutes with a free Starter plan, or upgrade and get a 10% chamber discount on the Essentials and Plus plans. Through Hownd's Pay-Per-Visit™ pricing model, members who sign up for the zero-risk Starter plan only pay the company when it brings them customers.



"Through our Affinity Partnership with the Tempe Chamber of Commerce, we're bringing our solution to its nearly 600 business members to drive more customers through their doors," says Hownd Founder & CEO Brandon Willey. "The timing is beneficial because it provides members immediate opportunities to grow their business during the upcoming holiday season and beyond."

Hownd will launch promotions for each Tempe Chamber member who opts into the program through a simple enrollment process. Hownd then distributes the promotion through multiple digital channels, including the MyHownd app, to create more visibility among local consumers. Members determine the value of their promotion. Consumers who have downloaded the app from the [App Store](#) or on [Google Play](#) can easily redeem a member's special offer when at their location.

In addition, Hownd will place a "Claim Now" button on a member merchant's landing page on the chamber website that allows consumers to easily claim the promotion. It will also create a "Tempe Chamber Members-Only" promotion that gives members exclusive access to discounts offered by other members.

"The Tempe Chamber of Commerce partnership with Hownd is directly aligned with our objective to promote our members throughout the business and residential community through social and digital media," says Anne Gill, President & CEO. "Hownd and the Tempe Chamber share a vision to keep our community and economy vibrant, and this partnership empowers both of our organizations to move closer to achieving this."

Chamber members interested in signing up for Hownd can visit www.hownd.com/tempechamber or learn more at www.tempechamber.org/hownd.

Hownd and the Tempe Chamber of Commerce will host a ribbon-cutting ceremony at the Alamo Drafthouse Cinema's Tempe location on Dec. 3rd at 11am. [Registration is now open](#).

About Hownd

Hownd (formerly FetchRev) is a proven fully automated and Effortless Foot Traffic™ generation platform that generates profitable guest visits for local businesses by delivering targeted promotions to existing and new nearby consumers. Focused on the success of local business owners, the company has served thousands of local merchants and more than 39 million consumers throughout North America and beyond. Unlike outdated group-buying deal sites and offer portals that can bleed merchants dry, Hownd provides quantifiable, attributable and sustainable long-term value to local businesses; reduces their effort and costs; and increases their real revenue and profit. Learn more at hownd.com or visit signup.hownd.com to get started in just five minutes. Call 877-394-2410 for more information.

About the Tempe Chamber of Commerce:

For more than a century, the Tempe Chamber of Commerce has built an environment that enhances the economic vitality of its membership and the business community as a whole. Representing more than 650 businesses, the Tempe Chamber of Commerce strengthens the local economy through network development, advocacy, professional development and influence. It regularly advocates for a favorable business climate through interactive public policy engagement and provides ongoing representation in government at local, state and federal levels. For more information on the Tempe Chamber of Commerce, please visit www.tempechamber.org or call 480-967-7891.