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NEWS RELEASE

Hownd Launches Partnership with Better Business Bureau Serving the Pacific Southwest

Company Brings Foot Traffic Generation Platform to Accredited Members

TEMPE, Ariz. – Dec. 17, 2019 - Hownd® has announced its new partnership with [Better Business Bureau Serving the Pacific Southwest](#) to bring its patent-pending Foot Traffic Generation platform to BBB Accredited Businesses.

Hownd is a proven fully automated platform that generates new and repeat customers local merchants need to grow their business and consistently create more profitable revenue. It delivers a merchant's targeted promotions to existing and new nearby consumers through an elegant distribution across web, email, social and the MyHownd™ mobile consumer app.

Through the partnership, BBB Pacific Southwest's Accredited Businesses can sign up for a free, zero-risk Hownd account to create their first promotion in less than five minutes, and they only pay when Hownd brings customers through their entrance. Accredited Businesses can also upgrade and get a 10% BBB discount on Hownd's Essentials and Plus plans that include additional features designed to further increase a member's data collection, foot traffic, and profitable revenue.

Hownd will launch a promotional offer for each BBB Pacific Southwest Accredited Business who opts into the program through a simple enrollment process. Companies determine the value of their offer, Hownd then distributes it through multiple digital channels to bring more nearby customers to their business.



"Through our partnership with the BBB Serving the Pacific Southwest, our Foot Traffic Generation platform will drive more customers to BBB Accredited Businesses," says Hownd Founder & CEO Brandon Willey. "This is an ideal partnership because just like BBB, Hownd is an avid supporter of local business and focused on their success."



"Our partnership with Hownd brings substantial value to our Accredited Businesses," said Matthew Fehling, President & CEO of BBB Pacific Southwest. "They will help broaden awareness and bring more customers to our businesses, which is directly aligned with our objective of helping them get noticed by consumers."

BBB Pacific Southwest Accredited Businesses can learn more and sign up for Hownd at www.hownd.com/bbb-ps. Or they can call 877-394-2410 for more information. Additional information about the partnership is also available under the benefits tab of the BBB Accredited Business Portal. Visit login.bbbcommunity.org.

About Hownd

Hownd is a proven fully automated 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 40 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, or call 877-394-2410.

About BBB Serving the Pacific Southwest

Better Business Bureau (BBB) helps people find businesses and charities they can trust. Every year, people turn to BBB for information, business profiles, customer reviews and charity reports - all free and available to the public at bbb.org. BBB Pacific Southwest is supported by close to 20,000 BBB Accredited Businesses, making it one of the largest BBB's nationwide. Businesses that earn BBB Accreditation contractually agree and adhere to high standards of ethical business practices in the marketplace.