NEWS RELEASE

Hownd Creates Partnership with Town of Gilbert to Generate Immediate and Future Revenue for Local Merchants and Accelerate Successful Reopenings

TEMPE, Ariz. – Nov. 17, 2020 – Arizona-based Hownd®, a customer foot traffic and revenue-generation platform for entertainment, attractions, restaurants, healthy & beauty, lodging, and other brick and mortar retail businesses, has created an economic development partnership with the Town of Gilbert that's also supported by the Gilbert Chamber of Commerce.

The partnership is aligned with the #GilbertTogether Business Recovery Program to support local businesses during the pandemic and beyond by accelerating their successful reopenings with more customers and revenue.

This is the latest in a series of similar partnerships formed by Hownd with other municipalities throughout Arizona, including Tempe, Mesa, Queen Creek, Apache Junction, Salt River Indian Community/Talking Stick Entertainment District, Tucson, Pima County, Kingman, and Casa Grande. Some of the partnerships were formed through Hownd's relationship with the Arizona Office of Tourism. Hownd also recently formed its first partnership outside Arizona with the City of Winter Garden, Florida.

Through the partnership, Gilbert has established a sponsorship fund of up to $25,000 to cover Hownd's Results-Delivered Pricing for qualifying brick and mortar retailers. Since Hownd doesn't charge a set-up fee or require a monthly subscription, this is a zero-risk opportunity for Gilbert's merchants. Gilbert's partnership with the company is on a first-come, first-served basis, meaning that qualifying merchants will have their fees covered by the Town while the sponsorship funds last.

Hownd makes a merchant's gift cards, support vouchers, buy now's, value-added packages, coupons, and other promotional offers easily available to residents and other nearby consumers through a merchant's website and social media, email, the free MyHownd® mobile app, and a consumer website Hownd created to exclusively display the promotional offers of Gilbert-based businesses.

"Our economic development partnership with Gilbert is the latest in an expanding set of municipality relationships we've formed to help local merchants through the tough economic realities caused by the pandemic," explains Hownd's CEO Brandon Willey. "We commend Gilbert's economic development and tourism officials for seeing the clear benefit of positioning our customer and revenue-generation platform to their retail businesses and for generously covering the cost."

"Gilbert's popular dining and shopping areas are favorites not only for our residents, but also for customers in nearby areas," explains Mayor Scott Anderson, "but the pandemic has been tough for our local establishments that rely on consumer foot traffic as their sole primary source of revenue. We are proud to partner with Hownd to provide Gilbert businesses the opportunity to have their current customers support them digitally as the economy recovers while also allowing them to attract new customers and grow."

Gilbert-based brick and mortar retail businesses can learn more about the partnership with Hownd on the #GilbertTogether Business Recovery Program webpage as well as at http://www.hownd.com/Gilbert-AZ where they can also sign up for the program.

Nearby consumers who want to support Gilbert's businesses are encouraged to download the MyHownd app from their favorite app store and also check out the website Hownd created that showcases offers from participating businesses.

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About Hownd
Hownd® is a proven, automated, effortless, and pay-only-for-results foot traffic and revenue-generation platform. It creates profitable customer visits for local brick & mortar retail businesses by delivering their promotional offers to existing and new nearby consumers through the merchant's website, social media, email, and the free MyHownd® mobile app. Hownd also helps businesses capture marketable customer data through its WiFi service. Intensely focused on the success of local business owners, Hownd 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 business owners and operators, reduces their effort and costs, and increases their revenue and profit. Claiming an account and creating a promotional offer takes about 10 minutes and Hownd can have a merchant's offers available to nearby consumers in less than 48 hours. Learn more at hownd.com or call 877-394-2410.

About Gilbert, Arizona
Gilbert is on a mission to be the *City of the Future*. We choose to "Anticipate. Create. Help people." As Gilbert celebrates its 100th birthday in 2020, our focus is on keeping the thriving community that Gilbert is today well into the future, while continuing to be one of the top communities in the country. What sets Gilbert apart is a combination of a sense of community, a unique and enjoyable environment for residents and businesses and a commitment to innovation. Nationally recognized as the 12th most livable city in the country (SmartAsset, 2019); America's fastest growing city (WalletHub, 2018); 2nd safest city in the U.S. (FBI Uniform Crime Report Data, 2019); and Best City for Business in Arizona (Arizona Chamber of Commerce and Industry, 2019), the Gilbert community of nearly 260,000 residents continues to prosper. In Gilbert, we are shaping a new tomorrow, today. Learn more by visiting www.gilbertaz.gov, follow Gilbert on Twitter (@GilbertYourTown), Facebook (Gilbert Town Hall) and Instagram (@GilbertYourTown).