



The Painful Consequences of the Frequent Shopper Card Concept.

It's in the early 1990s that the frequent shopper card was introduced, as a seemingly "elegant solution" to one of the grocery industry's growing problems: the tracking and mining of consumer buying trends in order to optimize what goes on the shelf at what price. In exchange for allowing retailers to collect and record detailed purchasing history, customers would receive automatic, point-of-sale discounts each time they shopped using their cards. Years later, just like everyone around them, Get Solo LLC's three founders felt the painful consequences of the "elegant solution" on a daily basis. Discounts that pharmacies, supermarkets, video stores, and pretty much every merchant out there offered through their cards made it nearly impossible to refuse the memberships. As a result, most people carried a multitude of these shopping cards in their wallets, and just as many plastic tags on their key chains. Annoyed by the weight they carried every day, disturbed by the clutter, and frustrated by the unaddressed need, the Company's three partners invented solo*: a single accessory designed to allow consumers to aggregate different loyalty/membership programs onto a single surface, be it a plastic card, a key fob, a vinyl cell phone sticker or an iPod skin.



How Full is Your Wallet?TM

If you are like most Americans, quite. Merchants ran with the frequent shopper card concept. Billions of dollars were spent pushing these membership and loyalty cards onto consumers, through powerful marketing campaigns and attractive price cuts. As a result, more than 75 percent of consumers now have at least one loyalty card (Jupiter Research), and according to AC Nielsen, nearly 80% of all grocery transactions in the U.S. take place with a membership card. When you add credit cards, drivers' licenses, library cards, building passes, frequent flyer cards, gym memberships, and family photos to the mix, it becomes easier to understand why our wallets are so full and our backaches so frequent.



What are you waiting for? Get solo* today! Get Solo, LLC, 245 First Street, 18th Floor, Cambridge, MA 02142, USA
Tel +1 617 669 9100 Fax +1 617 326 0569 Email info@getsolo.com www.getsolo.com

Enter solo*.

Implemented in 2005, Get Solo's patent-pending technology presents a unique solution to wallet obesity by enabling a single plastic card or any other solo*-based accessory to aggregate information from many membership/loyalty cards; display additional useful information such as frequent flyer numbers; and even feature a nice personal picture. Designed to operate with barcode readers from different organizations with no pre-existing partnerships or relationships, solo* offers a handy and fun alternative to overloaded wallets. solo* accessories come in many flavors, including credit card-sized plastic cards, key fobs, iPod skins, or even simple stickers designed to go onto the back of a phone/PDA. They can include custom digital photos, logos, insignias, and celebrity photos, and are as individual as the person who chooses them. By cleverly organizing information into a hyper customized accessory, solo* provides a simple low-tech answer to a decade-old problem.

solo* for Everyone.

solo* accessories are designed to be branded. Intended to become part of customers' everyday routine by replacing most other branded cards in their wallet, solo* is the perfect means to promote a company, a brand, a charity, a fraternity, a sports team or any other organization while simultaneously adding value to a group's constituents.

The Perfect Merchandizing Tool.

Because it is used every day, solo* offers organizations the perfect low-cost vehicle to prominently display their brand and boost their exposure. With solo*, companies can choose to emblazon their logo across the front of an accessory, subtly include their phone number as one of the accessory's notes, or offer a permanent coupon for their product(s). The possibilities are endless and the result is guaranteed: their brand will stand out.

The Perfect Fundraising Tool.

Organizations looking to increase campaign revenues realize that in addition to increasing sales, a unique product can foster the all important word-of-mouth marketing. solo* accessories help link the organization's cause, group and passion with its sponsors, while allowing for significant capital to be raised.

Where Do I Get One?

solo* accessories are marketed by our sponsors. You can also buy them directly at www.getsolo.com