

Plenti Program Announcement - Executive Quotes

March 18, 2015

American Express:

"We're pleased to introduce the first U.S.-based coalition loyalty program, where consumers will have the flexibility and choice across seven well-known brands to earn and use points for purchasing a wide range of products," said Abeer Bhatia, CEO of US Loyalty, American Express.

AT&T:

"One of the most important things we can do for our customers is to show that we appreciate them," said David Christopher, chief marketing officer, AT&T Mobility. "We are excited to join Plenti as it is a unique way of saying thank you – through this program they get added value from being our customer."

ExxonMobil:

"Plenti is an exciting opportunity for ExxonMobil to partner with numerous major brands to create a game-changing loyalty program in the U.S.," said Matt Bergeron, vice president, marketing, ExxonMobil Fuels, Lubricants & Specialties Marketing Company. "This is the first and only program of its kind in the country and it will give consumers the opportunity to earn and redeem points on everyday spending, including fuels, convenience store and car wash purchases at participating Exxon- and Mobil-branded stations."

Macy's:

"Consumers today are busy and smart. They know good value, and they want to be rewarded for the dollars they spend day-in and day-out at their favorite stores," said Martine Reardon, chief marketing officer, Macy's. "Plenti will offer customers everyday opportunity to earn and to redeem those points with much more choice - so shoppers can choose to reward themselves on routine purchases, or they can save up points to buy great gifts or treat themselves to larger purchases. Macy's is excited to be a part of breaking new ground for American consumers with a program that is focused on rewarding them frequently and with greater cumulative value."

Nationwide:

"By partnering with Plenti, Nationwide will advance our members first mission that helps make membership more rewarding than ever," said Matt Jauchius, chief marketing officer, Nationwide. "With this category-exclusive benefit, eligible Nationwide members who enroll in Plenti can now earn points just by paying for their insurance, and then use those points across a growing collection of America's top brands. We're excited to share this new benefit in 2015."

Rite Aid:

“We are excited to join Plenti and add this compelling customer value proposition to our already successful wellness+ loyalty program,” said John Learish, senior vice president, marketing for Rite Aid. “Our customers told us that adding the ability to earn and use points for savings in our stores and at eligible Plenti partner locations, while saving up to 20% every day in our stores, significantly increases the appeal of our program and creates more reasons for them to shop at Rite Aid more often.”

Hulu:

“Hulu is always looking for ways to give our viewers the best possible experience,” said Tim Connolly, head of distribution and partnerships, Hulu. “The Plenti program is a tremendous opportunity to reward our viewers for their loyalty. We are excited to partner with Plenti and the partner brands to give viewers the chance to experience everyday wins, earn points and gain rewards.”

Direct Energy:

“Direct Energy is proud to be a part of this first-of-its-kind rewards program that gives credit to our customers for making everyday purchases, including simply paying their energy supply bill,” said Mike Beck, vice president and chief sales officer, Direct Energy. “We are always looking for innovative and exciting ways to bring value to Direct Energy customers, and Plenti allows customers to earn rewards easily and quickly.”