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COUNT LOYALTY REVEALED NETWORK-EXPANDING PARTNERSHIP WITH VENDASTA TECHNOLOGIES AT LENDIT USA CONFERENCE

700,000 small businesses from the Vendasta Network will join the LoyaltyCapital® Network and have access to Count's loyalty and capital access solution

New York, NY, March 6, 2017 – At the Lendit USA Conference today, Count Loyalty revealed a partnership with Vendasta Technologies which adds 700,000 businesses to the LoyaltyCapital® Network, and greatly expands Count's mission to empower small businesses with access to better credit terms based on the loyalty of their customers.

Each small business on the Vendasta network will be provided with Count Loyalty's turn-key digital loyalty solution and gains access to the network of lenders who now consider LoyaltyCapital® when determining approval and terms for small business loans.

"We are excited to be a part of Vendasta's amazing solution for small businesses. Their network of businesses already understands the value of building a strong loyal following," said Evan Malter, CEO of Count Loyalty. "This partnership unlocks new value and creates new opportunities for these great local businesses."

Vendasta powers a network of 1800 media properties with 8,000 sales professionals who provide online reputation and social presence management to local businesses throughout North America.

"We are excited to leverage Count Loyalty to our growing network of active small businesses. We believe each of them wants to turn the habits and loyalty of their patrons into a financial asset they can wield for better terms with lenders, vendors and landlords," said Kassigan Naiker, Marketplace Director at Vendasta Technologies. "We see Count as a key partnership to provide higher value to our subscriber base, both to increase engagement, and reduce attrition."

Media partners will start promoting the Count solution to member businesses in April.

About Count Loyalty

Count Loyalty turns customer loyalty into a financial asset for small businesses. Count is the creator of the LoyaltyCapital® score and the first ever real-time platform focused on empowering millions of qualified businesses to access capital through a better understanding of their customer loyalty. By gathering untapped loyalty data and filtering it through their proprietary platform, Count™ uncovers creditworthy small businesses loved by their communities, but previously overlooked and overcharged by lenders. Count Loyalty makes Loyalty Count.

Founded as ZipCap in 2013, Count Loyalty emerged with new branding in 2017 and has offices in San Diego, California and Pontiac, Michigan. For more information about Count Loyalty, visit www.CountLoyalty.com.

About Vendasta

Vendasta is the leading provider of online reputation and social presence management tools for local businesses, and serves over 300 media institutions (including Hearst, NBC, Fox, Cox Media, and iHeart Media) as well as service providers for companies, national local agencies, SEMs, radio, TV, newspaper, IYP and pure play digital companies. Vendasta has offices in Saskatoon, Vancouver and New York. For more information about Vendasta, visit www.vendasta.com.

About LendIt

LendIt is the world's largest event series dedicated to connecting the fintech and lending community. Our conferences bring together the leading lending platforms, investors, and service providers in our industry for unparalleled educational, networking, and business development opportunities.

LendIt hosts three conferences annually: our flagship conference LendIt USA as well as LendIt Europe in London and LendIt China in Shanghai. LendIt USA 2017 will be held in New York from March 6 - 7. Learn more at <http://www.lendit.com/>.

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