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AisleBuyer and Alliance Companies Announce Partnership

Relationship to expand sales channel for mobile retail solution

Boston, Massachusetts – January 18, 2011 – [AisleBuyer LLC](#), the innovator of mobile checkout solutions, announced today that it has formed a strategic partnership with [The Alliance Companies](#), a leading expert and advisor to the payments industry.

With this partnership, Alliance is utilizing its payments expertise and extensive base of customers to sell AisleBuyer’s innovative mobile self-checkout solution to retailers of all types and across all U.S. channels. AisleBuyer’s technology allows shoppers to scan a barcode, read product information and reviews and complete the checkout process directly from a mobile device—without ever having to wait in line.

“AisleBuyer has developed something really exciting by fundamentally changing the way people experience shopping,” said Jeff Coppola, Managing Director and Partner of The Alliance Companies. “We at Alliance are excited to leverage our payments expertise and relationships to support AisleBuyer’s sales efforts, and are confident that customer demand will be high.”

As a leader in the payments industry, Alliance has helped hundreds of organizations execute successful marketing strategies and develop mutually beneficial credit and debit card partnerships in a variety of industries, including retail, travel & entertainment, financial services, insurance, and not-for-profit associations.

“By partnering with Alliance, we’re embracing many new opportunities for AisleBuyer,” said Mark Farnham, chief revenue officer of AisleBuyer. “In our discussions with major retailers, there’s been a real demand for mobile self-checkout technology, and this partnership with Alliance will help us implement our solution quickly and reliably to offer immediate value to retailers of all types.”

About the Alliance Companies

Alliance Companies is a recognized leader in partnership development and advisory services to the payments industry. Alliance maintains core competencies in portfolio valuations and analysis, co-branded and private label credit cards, debit cards, as well as credit union and agent bank card programs. Alliance is committed to helping organizations grow through a greater understanding of the opportunities presented by the payments industry. Alliance is a NAFCU Services Preferred Partner, one of a short list of companies who undergo a rigorous evaluation process and are recognized as providing superior solutions for the industry. With two decades of experience, the Alliance team has a proven track record in delivering innovative solutions and results for its clients. Alliance Companies is headquartered in Boston, MA.

Learn more at <http://www.TheAllianceCompany.com/>.

About AisleBuyer

AisleBuyer is a mobile shopping platform that is revolutionizing the in-store shopping experience. AisleBuyer leverages Smartphone technology to unite the best features of both 'bricks' and 'clicks' retailing. Its platform, which includes a virtual shopping assistant, 'location aware' digital circular, and patent-pending, mobile self-checkout system provides retailers with an end-to-end solution designed to increase sales, reduce costs, and offer unprecedented analytical insight into in-store shopping behavior. AisleBuyer is headquartered in Boston, MA.

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