

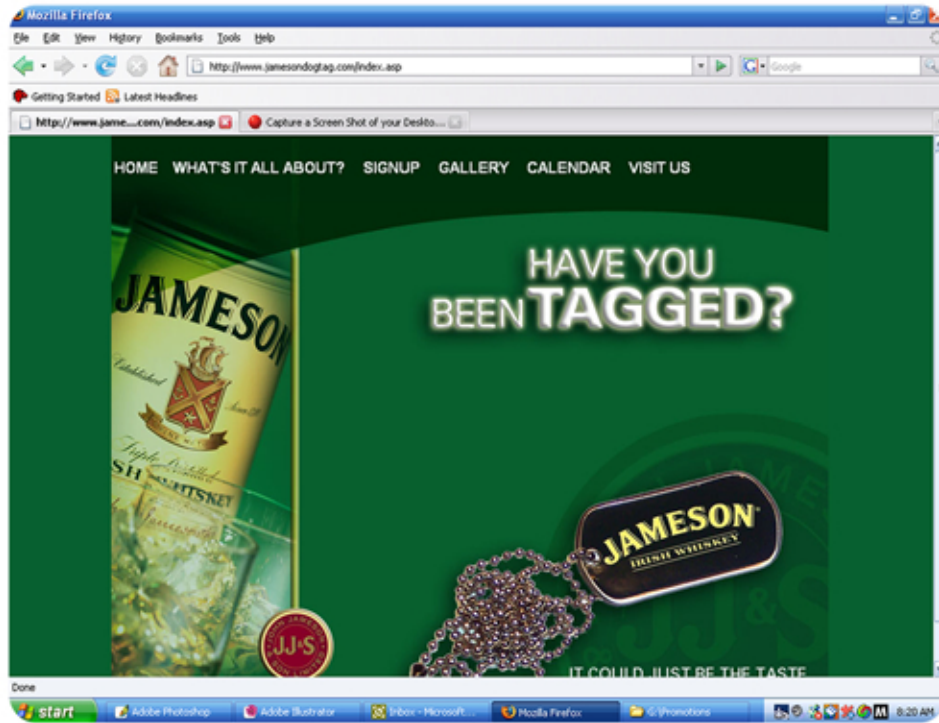
# \* EGOideas



Build your rewards program



- + Interested in extending their existing web based loyalty program, Jameson brand Irish whiskey utilized Ego Id's full color tag with laser etched barcode in conjunction with EgoApps data management system.
- + Using their "Street Teams" to distribute the tags in bars and night clubs, Jameson garnered valuable demographic information about their customer base, added names to the ranks of their loyalty program, and set the stage for follow-on marketing opportunities.



EgoApps™



asi/51806 ppai/251909 sage/67229 upic/ego-id