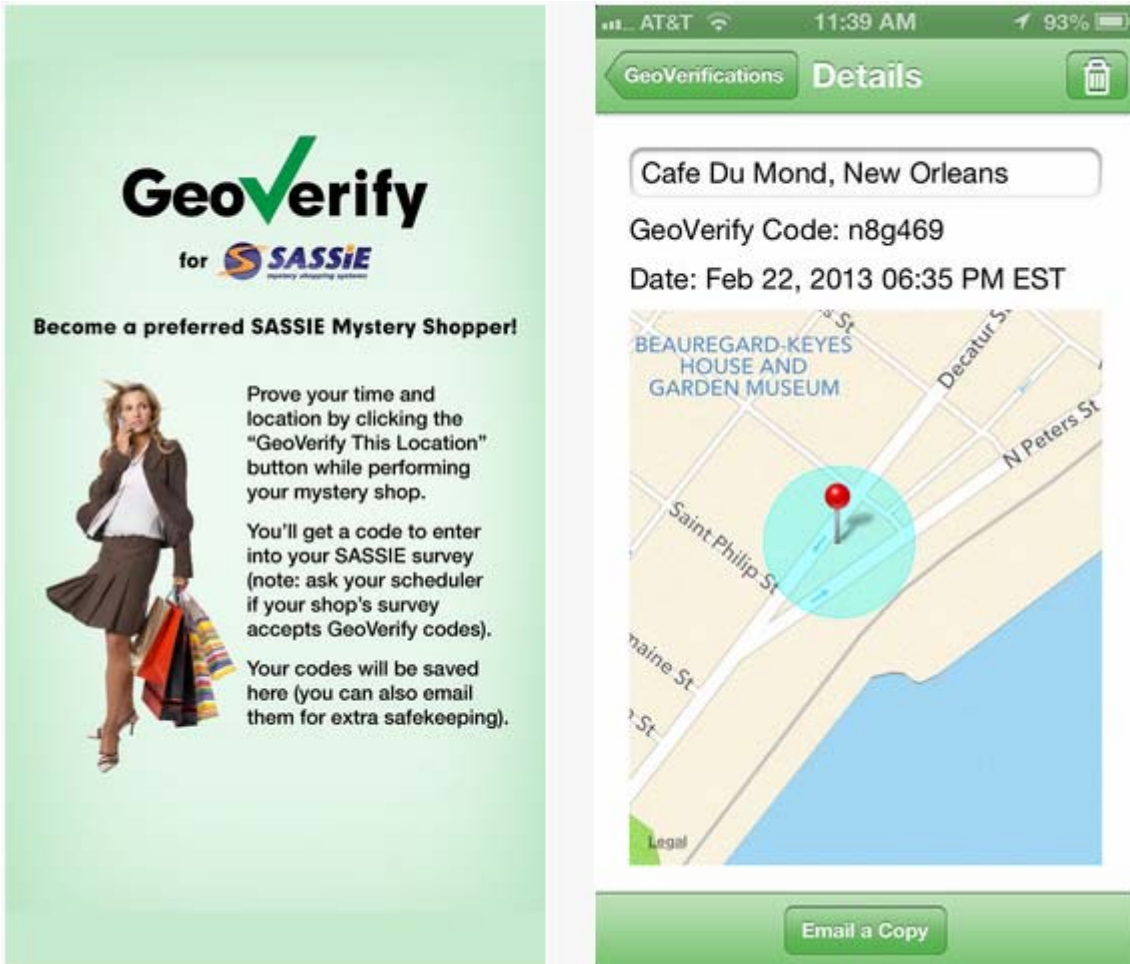


## NEW GeoVerify App Now Available for iOS and Android!



The image consists of two parts. On the left is a promotional graphic for the GeoVerify app. It features the 'GeoVerify' logo with a green checkmark, followed by 'for SASSIE' and 'mystery shopping system'. Below this is the text 'Become a preferred SASSIE Mystery Shopper!'. To the left of the text is an image of a woman in a business suit holding shopping bags. To the right of the image is a list of instructions: 'Prove your time and location by clicking the "GeoVerify This Location" button while performing your mystery shop.', 'You'll get a code to enter into your SASSIE survey (note: ask your scheduler if your shop's survey accepts GeoVerify codes).', and 'Your codes will be saved here (you can also email them for extra safekeeping)'. On the right is a screenshot of the app's 'Details' screen. The status bar at the top shows 'AT&T', '11:39 AM', and '93%' battery. The screen has a green header with 'GeoVerifications' and 'Details' buttons. Below the header, a location 'Cafe Du Mond, New Orleans' is entered in a text box. Below that, the 'GeoVerify Code: n8g469' and 'Date: Feb 22, 2013 06:35 PM EST' are displayed. A map shows the location with a red pin and a blue circle. The map labels include 'BEAUREGARD-KEYES HOUSE AND GARDEN MUSEUM', 'Decatur St', 'N Peters St', 'Saint Philip St', 'Maine St', and 'Legal'. At the bottom is a green button labeled 'Email a Copy'.

We've just released our NEW GeoVerify app for iOS and Android! GeoVerify is a mobile app that lets shoppers prove their time and location when doing a shop, using GPS technology. By using GeoVerify, shoppers will earn GeoVerify points that will allow you to identify which shoppers can be trusted and deserve first consideration for shop assignments!

GeoVerify was previously part of our JobSlinger Mystery Shop Mate app (for iOS and Android); however, that app has become incompatible with newer phones and newer versions of iOS and Android. As a result, we will be publicly ending support for the Mystery Shop Mate app and encouraging shoppers to use this new GeoVerify app instead.

It's available in BOTH the iPhone and Android Markets (and it's FREE)!

Download it here:



## Now with Increased Range!

When your phone's GPS tries to determine your position, it also secretly estimates its accuracy. In most cases, its accuracy is very good (within a few yards); however, sometimes it can be off by several kilometers due to environmental conditions (e.g. being deep

inside a building, not being near cell towers, etc.).

The previous version of GeoVerify was unaccommodating of results that were not super-accurate. The shopper could literally be standing IN the store and GeoVerify could get a reasonable fix on their location but it would reject it because the accuracy was a little loose.

This resulted in MANY cases where the shopper was unable to get a GeoVerify code. This was very frustrating for the shopper and not helpful to your reviewer, who loses out on the benefit of having Geoverify data.

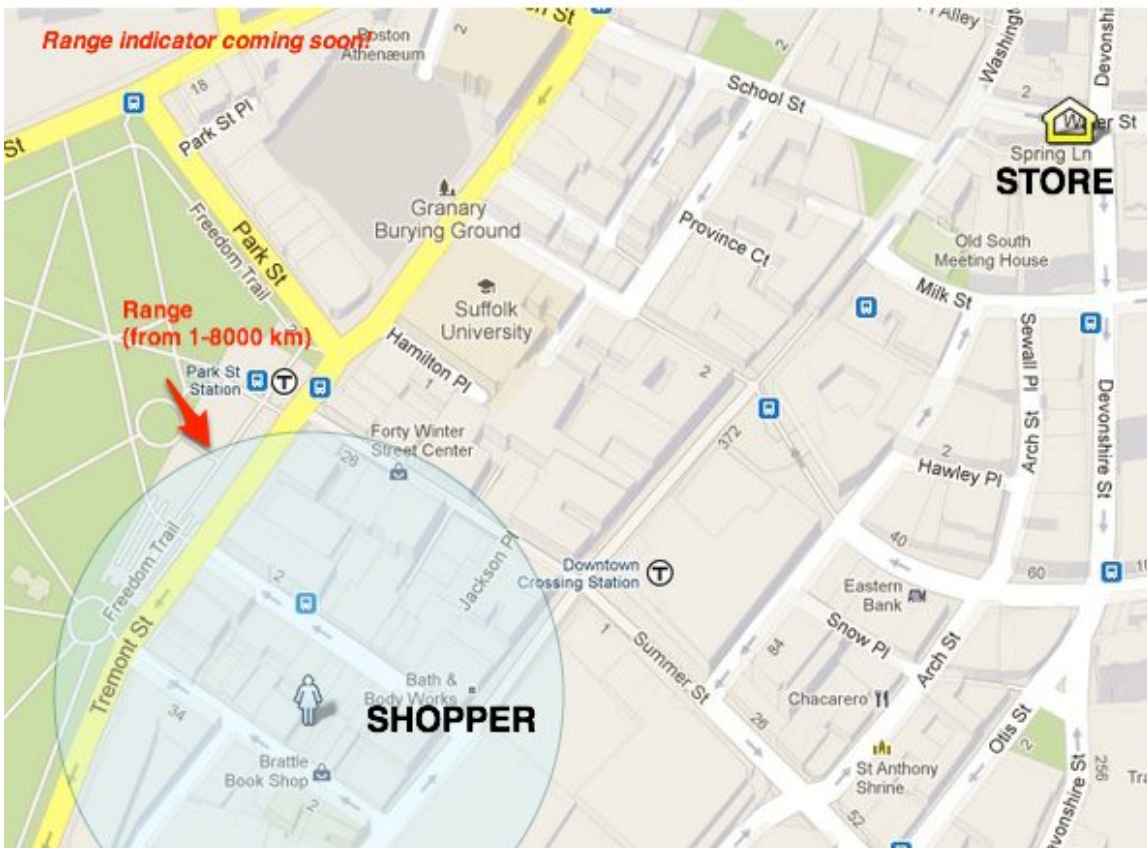
So we've developed this new version of GeoVerify to accomodate wider accuracy ranges so GeoVerify can be used more often.

In addition, in the future, we'll also DISPLAY the accuracy results to your reviewers so they can make an informed decision on whether or not to accept the GeoVerification. It will work something like this:

### **ACCURATE EXAMPLE:**

**In this example, the phone was able to get a fairly accurate position.**

**However, the Store location was OUTSIDE of the accuracy range, so this should be REJECTED by your reviewer.**



**LOOSE EXAMPLE:**

**In this example, the phone could only get a loose position. The Store location was INSIDE the range, so this GeoVerify should be accepted.**



We haven't finished the accuracy range display at this point so your reviewers won't be able to see the range indicator yet (we wanted to get the GeoVerify apps out there ASAP).

For now, simply inform your reviewers that they may see some GeoVerifications that are a little farther than they've seen in the past. If one looks suspiciously far away, send us the shop ID in the tracker and we'll look up the accuracy range and let you know if it's possible that the shopper was actually at the proper location.