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With Their New Mobile Network Application And Database, Klever Marketing, Inc. Is Looking To Revolutionize The Way Product Manufacturers Use Couponing And Reach Consumers

**Technology
Business Software & Services
(KLMK-OTC: BB)**

**Robert A. Campbell
Chief Operating Officer**

Company Profile:

Klever Marketing enjoys a history of being the leader in providing in-store shopping services to the grocery industry. Klever has previously developed 6 generations of electronic, cart-mounted shopping devices dating back to 1998 with the launch of its first KleverKart system. The company is based in Los Angeles, California.

Today, its new mobile technology takes the next step in providing targeted promotions, in-store services and messages that will for the first time link consumers, retailers and CPGs into one operating environment. This positions Klever with the business processes, services and technology that enables CPG companies and retailers to personalize, one-to-one mobile interactions that influences and entices the empowered consumer to buy their brands and products.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Campbell, would you tell us about Klever Marketing and what your focus is today?

Mr. Campbell: Klever Marketing is becoming the leader in location-based mobile phone shopping services to the grocery industry. We are developing new applications and management service platforms that will greatly assist retailers and product manufacturers in reaching and servicing their customers with pro-

motional and coupon opportunities. We have a number of exciting products and services that will revolutionize the shopping experience for consumers, increase the effectiveness, and lower the costs to make an impression on the consumer for retailers and CPG companies.

Klever has been in business for twelve years providing in-store electronic shopping services to the grocery industry, so we know this industry well. We have done this previously with devices mounted on shopping carts providing such standard services as store directories, recipes, and in-store services. We also provided consumers with the ability to scan their products for price checks and to receive useful information on product ingredients, nutrition and health benefits and other interesting and valuable information. Our past systems have also provided in-aisle location based promotions where we are able to target ads to the Point-of-Selection™ in the store aisle where 70% of the buying decisions are made.

Looking ahead into 2011 we're excited that mobile technology will now allow us to greatly extend the breadth and the extent of the services we are providing. The Company's mobile consumer shopping application will include previous features plus additional features, including GPS enhanced location technology that will: (i) allow consumers to locate nearby supermarkets and (ii) allow the mobile application to recognize when consumers have entered a supermarket. Once inside, consumers will be able to "check-in," utilize Klever's unique predictive coupon response system and "cash out." A mobile management platform will also allow

consumers to utilize Klever's cloud-based Shopping as a Service to connect to the products they know or want. In addition, consumers will have access to a web portal to manage their grocery shopping experience.

We also have a very extensive database for understanding a buyer's likes and dislikes, and we can eliminate products that aren't attractive. If you are not a beer drinker, we are not going to offer you coupons for alcohol, if you don't have a baby we are not going to offer you promotions on diapers. We are also developing advanced search-match algorithms in our technology that will allow us, with the consumers' permission to carefully understand what products consumers like and are interested in. Our goal is to develop a 1:1 trusted relationship with each consumer where we do the hard work of finding the best promotions on the products they like at the stores they use and offer only what is useful to the consumer.

Our highly developed "KleverNET" database will also be a very useful service to retailers and CPGs. We are working to becoming a pipeline for them to reach all their mobile customers through our management platforms utilizing the power of our KleverNET database. In this position, Klever will have access to coupons that are available from consumer product and food producers. Of course, we will be offering these targeted coupons and processing them for redemption. So it's exciting to have a unique ability to clearly understand of those products that consumers like and love and want to buy.

CEOCFO: What percentage of people pay attention to the cart advertising?

Mr. Campbell: We found interesting data on this from our KleverKart shopping cart device demonstrations. When we had the electronic units on the cart; we had a 70% take rate. In other words, when people came into the market 70% of them took the unit in our demonstrations. Consumers were interested in using the devices while shopping in the market. From data we received from the retailers, we know they were obtaining a \$10 to 15% basket uplift from the products that we were recommending. We have actually done audited surveys in the past that show numbers as high as 40%. However, although we are in a weak economy now, we were still getting a 10% to 15% basket uplift on the products we were promoting. That tells us people are paying attention to it.

CEOCFO: Where are you getting the information for the mobile device?

Mr. Campbell: We are in development now, approaching our beta test, on what is going to be known as our KleverNET database. KleverNET has a portals where each of the individual CPGs can access our site receive promotional services specific to their needs. Retailers will have similar portals for offering promotions on their store brands. We provide the service of processing their coupons out to mobile phone applications and that service is not just going to go to our application, which we will outperform existing applications, awesome, but we are going to make this service available for other applications. We want to take some of the mobile management burden away from the CPGs who are responding to multiple mobile applications and provide a pipeline through Klever's cloud-based management platform to reach all these mobile applications. We want to become the pipeline.

CEOCFO: Are you are going to be paid for providing the service?

Mr. Campbell: Yes, we are going to be paid for providing the services. There are a number of revenue sources from receiving, selecting and redeeming coupons, offering promotions through store direc-

tory reference to specific brands, to recipe promotion of specific products and more.

CEOCFO: What is the competitive landscape?

Mr. Campbell: There are companies out there that are going from paper coupons to electronic coupons, but we think this is only the first step. Our thinking is to project ahead on how to take advantage of the full potential of mobile location technology and rethink how coupons and promotions are offered to consumers. In our competitive landscape, no one seems to be taking it out to the level that we are. Most of the new mobile applications are coupon aggregators without providing a detailed database, and no one seems to be targeting the grocery industry as we are.

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CEOCFO: On the customers end, how do you get them to register with you and what makes you think they want to mobile information about sales?

Mr. Campbell: To us the most important registration and loyalty link is Trust, and that lies at the cornerstone of our Company mission. Consumers will know that we are recognizing their individual needs and tastes and, therefore, will be offering them only product promotions that interest them. Our consumer database will continually be updated through actual buying habits so we don't lose touch.

Research has shown, and Amazon is a good example of this, that if Klever clearly understands and respects each

consumer's tastes, then consumers will look to our services for value and savings.

CEOCFO: What is it you are actually sending them, and how do they implement it?

Mr. Campbell: Consumers can sign up for our services either on the web or on an iPhone. There they can provide us as much profile information as they desire, which will be the base from which we work to meet their needs with products they want and discounted prices. Consumers will also be able to build shopping lists on their mobile phone, simply by scanning products that they consume. For example, when you're out of milk, scan the bar code and that brand of milk goes on your shopping list. You can then check to see if local store are offering discounts or coupons on that brand.

Consumers will have an application on their mobile phone to locate the store they wish to shop in, they will "check-in" at that store and then be offered the fully services of Klever-SHOP.

CEOCFO: Are retailers equipped for that now or is this something that you need to work on?

Mr. Campbell: All retailers need is the ability to scan our electronic basket of selected coupons.

CEOCFO: So Klever is really ahead of the game?

Mr. Campbell: For over a decade, Klever has been the leader in grocery store, in-store electronic services. Our new mobile applications are expected to surpass everything we've done previously.

CEOCFO: Where are you in the process now?

Mr. Campbell: Our applications are well into development approaching beta test. Everything is moving ahead on schedule.

CEOCFO: In closing, why should potential investors consider Klever Marketing today?

Mr. Campbell: We believe Klever is a sleeping giant that will soon be broadly recognized. What will distinguish us in the end is our ability to both develop a

trusted relationship with consumers AND to become the servicing pipeline to retailers and CPGs for distributing targeted promotions to a broad spectrum of users.

This way we won't be dependent on our application being the best. We'll grow by being the servicing pipeline.

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