



A Jim Pattison business

## Media Release

### More Rewards loyalty program established as separate operating division of Save-On-Foods

(October 1, 2019 – Langley, B.C.) Save-On-Foods is pleased to announce its More Rewards loyalty division will be overseen by newly promoted president Dan Howe, formerly Save-On-Foods' vice president of marketing and More Rewards. Dan's strategic, out-of-the-box thinking, combined with his expertise in marketing, loyalty and general management will be a tremendous asset to the More Rewards division.

The loyalty program, which boasts more than three million household members, is well positioned to deliver the data needed by Canadian retailers to drive customer loyalty. Establishing it as its own operating division is an important step toward growth and marketing of the More Rewards brand.

Dan's seven years of experience as a vice president with Save-On-Foods resulted in industry-leading same store sales growth and market share gains through the development of marketing campaigns including *Darrell's Deals* and *Quality Food for Real Life*, among others. The More Rewards brand transformed under his leadership, bringing on new retail partners, launching personalized offers with Save-On-Foods' My Offers program, and expanding into the travel and insurance businesses.

"With the increased focus on personalized marketing and driving long term loyalty, More Rewards is very well positioned to leverage its over three million households to help marketers across the country achieve their goals," said More Rewards president Dan Howe. "We are really excited to focus on partner expansion to better leverage our combined data and combined investment to better engage consumers through providing bigger, more emotional rewards."

This is the first step in an investment strategy to significantly grow and market More Rewards for the long term. More Rewards has a diverse group of current partners with more than 1,000 retail locations that will benefit from this increased focus and investment.

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#### **About More Rewards**

More Rewards is one of Western Canada's favourite loyalty programs with more than three million household members. Earn points on everyday purchases and redeem for travel, groceries, gift cards and more. There are thousands of places to earn points including Save-On-Foods, Petro-Canada™ (a Suncor business), Panago Pizza, More Rewards Insurance, More Rewards Travel, Jim Pattison Auto Group and more. More Rewards is committed to growing loyalty for partners through increasing the value proposition that customers receive through combining the loyalty investment and data of a growing number of Canadian retailers.

#### **About Save-On-Foods**

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children's hospitals and contributes \$3 million in donations to food banks across Western Canada each year.

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