



Back To School With Mobile Shopping Armadealo and Collegiate Coupon Announce a Strategic Partnership for College Shoppers

Boston, MA, September 20, 2011 – Armadealo, a mobile marketing technology company, and Collegiate Coupon of Newton, Massachusetts are announcing a strategic partnership that ties Armadealo’s location-based smart phone technology with Collegiate Coupon’s venerable printed coupon book for college students.

“We’re really happy to have established a partnership with Steve Cadrain and his associates at Collegiate Coupon,” commented Matthew Greer, Chief Executive Officer of Armadealo.

The partnership, which introduces the technology this semester in the Boston area, embeds the Collegiate Coupon print book into the Armadealo mobile marketing system, allowing students within the Boston college community to access the savings and promotions even if they don’t carry their coupon book with them when they are shopping.

“In talking with the team at Armadealo, we realized that their solution was a great way to augment the reach of the Collegiate Coupon Book Advertisers,” said Steve Cadrain, President/CEO of Collegiate Coupons. “The college-aged shopper now has more options when it comes to accessing and utilizing the CCB merchant promotions.”

“Steve and I had extensive discussions about how we could integrate their offline coupon book with our solution,” continued Mr. Greer. “Steve has been working with some local merchants for over 30 years, and he has been very cautious about what he exposes them to by way of new technologies. I am very pleased that Armadealo and our system passed Steve’s criteria for giving his customers the best solution for their marketing dollar.”

The Armadealo mobile advertising system is a web-based solution that allows a merchant or its agents to quickly market their products to location aware smart phone users.

About Armadealo

Armadealo, an award winning mobile marketing technology company, was founded to develop applications to engage the mobile consumer and influence the consumer’s buying behavior in the offline world. Founded in 2009, Armadealo

continues to grow its product offerings to give the mobile consumer the best information about discounts and deals around them.

About Collegiate Coupon

Founded in 1981, the Collegiate Coupon Book has been printing and distributing a cost effective medium to reach Boston's college student market. Businesses get immediate and measurable results without having to change their "point of sale" procedure. With a certified circulation of over 140,000, the Collegiate Coupon Book is distributed every semester to area colleges and universities, where local, regional, and national advertisers are assured that their student demographic is being reached.

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