Smarter student savings – get money off daily essentials with the Shop Scan Save® app for smartphones

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For cash strapped students learning to survive away from home comes a smarter way to save money on popular brands at local convenience stores. Shop Scan Save® (http://www.shopscansave.co.uk/) is a free app and savings scheme which allows Android and iPhone users to get cash off purchases at more than 24,000 participating stores on the PayPoint network including Spar, Co-op, Costcutter, Londis, Nisa, and One Stop as well as thousands of independent convenience stores.

Just download the app from Google Play (https://play.google.com/store/apps/details?id=com.mobilize.shopscansave) and Apple's iTunes App Store (http://itunes.apple.com/gb/app/shop-scan-save/id414469540?ls=1&mt=8), then locate the nearest PayPoint shop to you with the in-app Store Finder feature and start saving straight away.

Students will find a host of great products from Lenor to Ariel, KitKat, Mars, Lurpak, Cravendale, Bavaria Beer, Heinz Baked Beans, Jack Daniels and Bacardi – all offered exclusively with cash off. Offers are updated every other week, with hundreds more favourite products set to join the scheme in the coming months.

Active savers are additionally rewarded when unlocking new stores on the scheme, indicated by the Store Finder colour coded flags. You can earn bonus offers, from a free Kit Kat for every new store, to Nescafe or Fairy Bio worth more than £5 when three separate stores are unlocked.

Claes Kockum, Commercial Director, Mobilize Systems which created the app and saver scheme says, "We know how tough it can be to balance the budget when away at university, and if you have limited transport the local convenience store is a lifeline for those day to day necessities. Using Shop Scan Save® means you can pick up top brand products, but be confident that you are getting a really great deal."

More than 28,000 people have already joined the innovative Shop Scan Save® scheme, with hundreds more signing up every day.

To see the app in action watch the video here (http://www.youtube.com/watch?v=rXJxGjOhRBA) or visit www.shopscansave.co.uk

Get involved and learn more about the latest offers by following Shop Scan Save on Twitter @ShopScanSave or liking us on Facebook (https://www.facebook.com/pages/Shop-Scan-Save/390600404302612)

About Mobilize Systems

Mobilize Systems (Mobilize) is a marketing innovation partner helping retail clients to make stronger connections with a mobile audience, driving growth in loyalty, marketing effectiveness, revenue and profitability. Incorporated in 2002, Mobilize created with Sainsbury's the first mobile savings club – Shop Scan Save® - now available via PayPoint terminals in more than 24,000 UK & Ireland outlets. Mobilize works with leading international FMCG's and with leading retailers such as GO Outdoors. Any

retailer can set up Mobilize's patented platform to work as a free standing mobile CRM engine or alongside an existing loyalty scheme.

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