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FOR IMMEDIATE RELEASE:

WISCONSIN-BASED FETCH REWARDS SEES GROWTH ON A LOCAL AND NATIONAL LEVEL

Mobile App Now Downloaded by Over 1,000,000 Americans

MADISON, WI November 2, 2018 – Fetch Rewards, the mobile app that helps shoppers save on thousands of grocery items, announced today that more than one million Americans have downloaded the free savings tool. Headquartered in Madison, Fetch Rewards makes saving simple by allowing shoppers to scan receipts from any grocery, club or convenience store without the need for shoppers to clip coupons, scan product barcodes or watch marketing videos.

“From the beginning, we’ve sought to bring savings to as many shoppers as possible by making our app easy to use. It is a thrill to see the number of active Fetch users increase by 300 percent over the past nine months,” said Wes Schroll, CEO and founder of Fetch Rewards. “Fetch makes saving fast and easy and it allows folks to save each time they purchase a participating product. There’s no burden related to coupons or waiting for rebates to process.”

Ease-of-use is a key differentiator for Fetch Rewards. Once the app is downloaded, shoppers simply scan their grocery receipts from any store. Savings appear automatically every time any of the thousands of name brand products are purchased, spanning chips and snacks, meat and cheese, drinks and deserts, beauty and personal care, and more.

Fetch Rewards, LLC was founded by Wes Schroll in 2013 in Madison, WI, where the company continues to be headquartered. The company has drawn heavily from the University of Wisconsin and the state to grow its workforce. Fetch will have nearly doubled its workforce by the end of 2018, and currently employs 60 full-time team members.

“While our app is popular nationwide, Wisconsin has always been near and dear to our hearts,” said Schroll. “We have tens of thousands of Wisconsinites actively using Fetch, and we’re also thrilled to be working with brands that have deep Wisconsin roots, including Miller Lite and Leinenkugel’s.”

The rapid growth of Fetch Rewards in 2018, both in its user base and the company, is a testament to the innovative environment of Wisconsin. With Wisconsin as its base, Fetch Rewards is quickly expanding its impact on grocery shopping across the country.