



Jackpot Rewards Announces Partnership with Chicago Tribune

Online Shopping and Rewards Company Teams Up with Leading Daily Newspaper to Offer Chicago Tribune Readers Three Opportunities to Win \$100 Million

CHICAGO (May 5, 2009) – Jackpot Rewards, the online shopping and rewards site offering its members discounts to more than 600 brand-name retailers, today announced a partnership with the Chicago Tribune. Through this partnership, Jackpot Rewards will conduct a six-week promotional contest for Chicago Tribune readers through which they will have three free chances to win \$100 million and six weekly winners will be guaranteed to win \$1,000.

Participants will also be entered into Jackpot Rewards for free for seven days and have the opportunity to win guaranteed weekly prizes including, a Roof Deck Party at Wrigley Field, and a \$10,000 Spending Spree on the Magnificent Mile.

The promotional partnership will employ components of Jackpot Rewards standard online shopping and rewards program including the “Deal of the Day” which will include Chicago-themed deals. The first Chicago-themed deal, \$89 tickets to watch a Cubs game from a Suite at Wrigley Field, sold out in two hours when offered last week.

“This is a great opportunity for Jackpot Rewards to extend its model of providing great deals and great prizes to the readership of the Chicago Tribune,” said Jim Miller, Jackpots Rewards President and CEO.

The Chicago Tribune will support this program with in-paper advertising including front-page placements each Wednesday throughout the promotion. Advertisements will also be placed at more than 6,000 newsstand outlets and more than 3,000 newspaper vending machines throughout the greater Chicago area. Winners of all prizes will be announced and promoted in the Chicago Tribune.

The Chicago Tribune is the sixth-largest newspaper in the country, with a daily circulation of more than 500,000 and a Sunday circulation of more than 865,000.

Jackpot Rewards offers its members the opportunity to save 28%, on average, by shopping through their exclusive shopping mall at www.JackpotRewards.com which is made up of more than 600 brand-name retailers. As an added benefit for members, Jackpot Rewards has drawings for jackpots of \$100 million every Monday, Wednesday, and Friday – and a special jackpot grand prize drawing every week with guaranteed winners. Past grand prizes include free mortgage payments for a year, an African Safari and a MINI Cooper.

About Chicago Tribune Media Group

Chicago Tribune Media Group publishes the Pulitzer Prize-winning Chicago Tribune as well as related print and interactive media serving Chicagoland like RedEye, Hoy, Triblocal, chicagotribune.com and metromix.com.

About Jackpot Rewards

Jackpot Rewards is a one-of-a-kind online, subscription-based membership program, which provides its members access to exclusive deals on sought after lifestyle products and the most cash back on over 20 million products from more than 600 leading online retailers. Jackpot Rewards members also obtain entry into an exciting,

multidimensional sweepstakes that offers members three chances per week to win a Super Jackpot of \$100 million and hundreds of guaranteed prizes every week.

Get ready to win big and save big — learn more at www.JackpotRewards.com.

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