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# PRN Teams Up With Provision Interactive for a “Triple Win” at Retail

## New partnership expands monetized consumer activation solutions inside the store with 3D holographic technology

SAN FRANCISCO, July 12, 2017 (GLOBE NEWSWIRE) -- PRN, a STRATACACHE company and the leading provider of in-store shopper marketing solutions, today announced a partnership with Provision Interactive Technologies, Inc. ("Provision"), a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), the market leader in 3D holographic consumer advertising technology. This new partnership allows PRN to expand its monetized consumer activation offerings at brick-and-mortar retail by utilizing Provision's *3D Savings Center* kiosk, which delivers interactive 3D advertising and content that delights, educates and rewards customers with redeemable coupons at the point of sale. A national rollout to retail pharmacies is underway – with the network currently installed in approximately 700 stores in the top ten DMAs.

In addition, Provision plans to further penetrate the retail market through grocery and convenience store channels. Each Provision *3D Savings Center* kiosk features an attention-grabbing 3D holographic advertising display that projects digital images 12 inches away from the screen. The kiosk also has an interactive 2D touch screen for consumers to access information, promotions, rewards and coupons. When shoppers approach the kiosk, they're prompted to enter their rewards card information and receive a redeemable coupon for the advertised product.

The innovative holographic technology is a triple win. It draws shoppers to the kiosk by providing an immersive sight and sound experience, presents retailers with a unique in-store merchandising opportunity and advertisers a robust sales channel and measureable ROI.

*“Our engagement with Provision creates an exciting opportunity for PRN,” said Kevin Carbone, CEO of PRN. “It expands our footprint and builds on our expertise in monetizing retail networks. It comes at a time in our growth when we’re actively pursuing loyalty-linked technologies to learn more about who the consumer is and what she or he wants to buy.”*

The Provision platform integrates retailer loyalty programs with coupon redemption to provide deeper insights into brick-and-mortar shopper behavior and prove ROI with data-driven analytics.

*“PRN has worked with the world’s largest retailers and brands to implement shopper marketing solutions,” said Provision CEO Curt Thornton. “They are an ideal partner to enable us to secure new advertisers for our 3D Savings Center, which ultimately enables brands to grab shoppers’ attention in a unique way, influencing their purchasing decisions.”*

For participating advertisers, the Provision *3D Savings Center* kiosk has delivered an average ad purchase influence of 40 percent and a coupon redemption rate as high as 44

percent.

*"We think Provision is an ideal partner for engaging AQUAhydrate consumers at retail," said AQUAhydrate CMO Ericka Pittman. "Their innovative kiosks engage and educate customers on our unique product benefits with cutting-edge 3D technology while delivering a compelling discount to drive trial."*

PRN's new partnership with Provision combined with the recent acquisition of the LIFT Network in the convenience space further positions PRN as a major player in the retail media sector.

#### About PRN

PRN, a STRATACACHE company, is the leading provider of in-store shopper marketing solutions that activate shoppers along the path to purchase right up to the point of sale. We have a 25-year history working with the world's largest retailers and brands. Our in-store communication platforms help retailers amplify their shopper marketing initiatives and brands deliver customized messaging to their target customers. With STRATACACHE as our parent company, we have the technology capabilities to deliver all-in-one shopper engagement solutions and support key omnichannel strategies at retail. Learn more about PRN by visiting us at [www.prn.com](http://www.prn.com), following us on Twitter #PRN or liking us on Facebook.

#### About Provision Interactive Technologies, Inc.

Provision Interactive Technologies, Inc., a subsidiary of the publicly traded company Provision Holding, Inc. (OTCQB:PVHO), is the leading developer of intelligent, interactive 3D holographic display technologies, software, and integrated solutions used primarily in retail settings. Provision's 3D holographic displays are designed to increase in-store engagement, coupon and redemption and point-of-purchase activity.

Provision's 3D holographic display systems represent a revolutionary technology that project full color, high-resolution videos into space detached from the screen, without the need for special glasses. Provision holds more than 10 patents related to its 3D holographic technology, for both consumer and commercial applications. For more information, visit [www.provision.tv](http://www.provision.tv).

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