



## **YIFTEE AND JOHNNY ROCKETS PARTNER TO SERVE UP BURGERS AND SMILES DIGITALLY, RIGHT TO GUESTS' MOBILE DEVICES**

Menlo Park – August 15, 2015 – Yiftee and Johnny Rockets have partnered to provide the original hamburger, now available with the award winning Yiftee eGift Card. For the past 30 years, Johnny Rockets has served up hand-crafted, fresh never-frozen burgers, fries, and shakes to hungry restaurant-goers throughout the world. Now anyone can go to JohnnyRockets.com or the Johnny Rockets Facebook® page, click on the “gift card” link and instantly email, text or tweet a delicious and fun treat to their friends and family. The recipient carries that gift always with them on their mobile phone, until it is conveniently redeemed at a participating Johnny Rockets restaurant across the US.

Donna Novitsky, Yiftee CEO commented, “We are ecstatic to partner with Johnny Rockets, a trendsetter for family dining. Mobile gifts surprise and delight all generations, and give Johnny Rockets a new way to connect with their guests. We look forward to working with the Johnny Rockets team to deliver an exciting new innovation that brings the Johnny Rockets experience to guests on their mobile devices.”

Consumers have high expectations that their favorite spots, like Johnny Rockets, will innovate, not just with great food, but also with new technologies. Johnny Rockets’ partnership with Yiftee allows consumers to celebrate occasions near and far, at any time of day or night, with an eGift that promises a fun experience. In honor of their 30th anniversary, Johnny Rockets recently announced a brand refresh, including a new logo and restaurant design. As part of its digital marketing initiatives, Johnny Rockets continues to provide impactful user experiences for its guests on their mobile devices.

“Many of our guests, especially millennials, rely on their smart phones, and we want to be there with them,” said Joel Bulger, Chief Marketing Officer at Johnny Rockets. “We are excited about our partnership with Yiftee. The eGift Cards provide our guests with a quick and easy way to purchase, send and redeem gift cards via a variety of digital platforms.”

About Yiftee™, Local Gifts, On-the-Go:

Yiftee is a [mobile marketing and promotions](#) company serving restaurants, retailers and brands. Yiftee brings their clients new customers and keeps them coming back. In addition to selling custom-branded eGift cards on their websites and Facebook pages, merchants can use them for promotions that deliver great value at the perfect time to consumers’ phones. When used for

promotions, Yiftee clients typically see 15% – 85% of the people who get the eGifts come into the shop. Yiftee requires no technology or POS integration, and can be up and running in no time. To learn why more than 55,000 businesses are on Yiftee, please visit [yiftee.com](http://yiftee.com) or contact [info@yiftee.com](mailto:info@yiftee.com), Twitter: [@Yiftee](https://twitter.com/Yiftee), Facebook: [facebook.com/yiftee/](https://facebook.com/yiftee/)

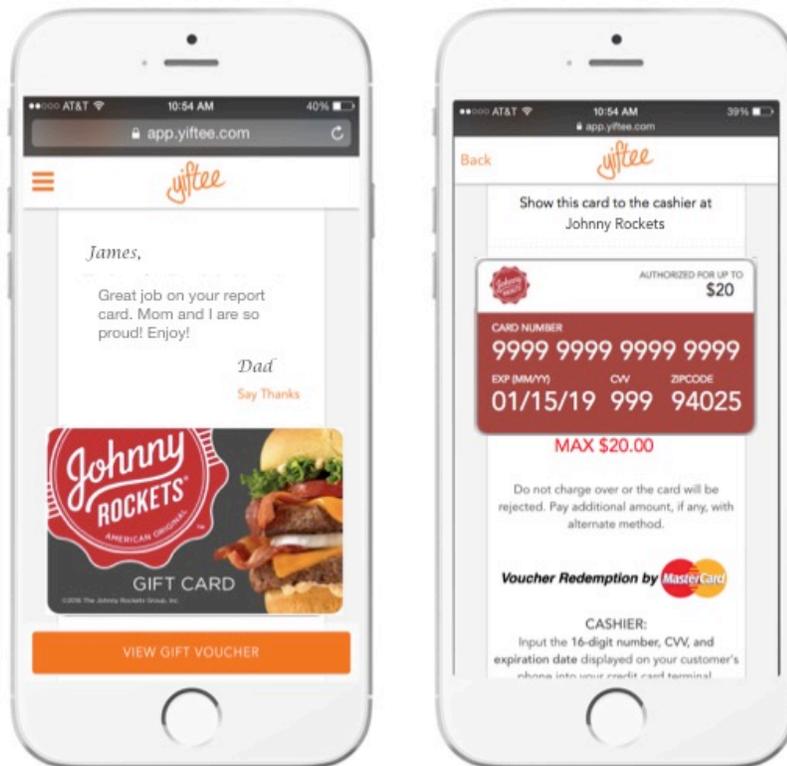
#### About Johnny Rockets:

Johnny Rockets is an international restaurant franchise that offers high quality, innovative menu items including fresh, never frozen 100% beef, made-to-order hamburgers, Veggie Boca® burger, chicken sandwiches, crispy fries and rich, delicious hand-spun shakes and malts. This dynamic lifestyle brand offers friendly service and upbeat music contributing to the chain's signature atmosphere of relaxed, casual fun. Johnny Rockets operates more than 350 franchise and corporate locations in 28 countries around the world. For more information, please visit [www.johnnyrockets.com](http://www.johnnyrockets.com).

#### Contact:

James Naumovski  
Yiftee, Inc. Marketing  
[james@yiftee.com](mailto:james@yiftee.com)

Jericho Lopez  
Director, Communications and Digital Strategy  
[jlopez@johnnyrockets.com](mailto:jlopez@johnnyrockets.com)



Johnny Rockets eGift Cards, powered by Yiftee, are always available on your mobile phone, and can be redeemed at any participating Johnny Rockets restaurants in the US.