



PRESS INFORMATION FOR IMMEDIATE RELEASE

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PDI Partners with P97 to Integrate Loyalty and Mobile Payments

Together PDI and P97 are changing the game with a turnkey loyalty and mobile payments solution

ATLANTA – March 3, 2020 – PDI (www.pdisoftware.com), a global provider of ERP, Fuel Pricing, Logistics, and Marketing Cloud solutions for the convenience retail and petroleum wholesale industries announced a partnership with P97 Networks, a leader in cloud-based mobile commerce. The PDI Marketing Cloud Platform will integrate P97's PetroZone mobile commerce platform to make it easy for convenience retailers to create a frictionless customer experience.

A unique partnership focused on the needs of convenience retailers and petroleum wholesalers

Together PDI and P97 are making it simple for convenience retailers and petroleum wholesalers to launch loyalty and mobile payments. Along with integrating the mobile payment technology into the PDI Marketing Cloud Platform, PDI will be a reseller for P97's mobile commerce platform. This streamlines the entire process for implementing, launching and supporting a loyalty program.

Two leading platforms, one complete solution

The combined solution brings simplicity and enables secure mobile payments, targeted offers and personalized promotions at the pump and in the store. The PDI Marketing Cloud Platform has an extensive toolset for managing member pricing, clubs and points-based programs, and sophisticated loyalty features, such as triggered rewards and personalized communications driven by customer insights. It's the perfect complement to P97's PetroZone mobile commerce platform that helps drivers locate convenience store locations and pay for fuel.

Delivering a seamless customer experience to drivers visiting Shell branded fuel stations

PDI and P97, along with their joint customer Shell, are making it even easier for drivers to save on fuel and pay with the Fuel Rewards® program and the Shell app. At approximately 11,000 Shell sites across the United States, the Shell app provides customers a mobile payment experience with enhanced security and more ways to save with cents off per gallon fuel discounts at the pump and inside the store.

"We're excited to partner with P97 to provide integrated solutions inclusive of rewards, discounts and digital payments," said Brian Jefferson, senior vice president and general manager of Retail, PDI Marketing Cloud Solutions at PDI. "The launch of the Shell app with Shell Pay & Save validates the power of combining loyalty and mobile payments so that customers can easily earn rewards, pay and go."

“Shell and PDI recognize the importance of enhancing every step of the customer journey,” Donald Frieden, founder and CEO of P97 said. “We are thrilled to be working with both Shell and PDI on the Shell Pay & Save initiative and look forward to the continued growth of our partnership to other Shell channels such as connected car.”

About PDI

PDI helps convenience retailers and petroleum wholesalers thrive through digital transformation and enterprise software that enables them to grow topline revenue, optimize operations and unify their business across the entire value chain. Over 1,500 customers in more than 200,000 locations worldwide count on our leading ERP, logistics, fuel pricing and marketing cloud solutions to provide insights that increase volume, margin and customer loyalty. PDI owns and operates the Fuel Rewards® loyalty program that is consistently ranked as a top-performing fuel savings program year after year. For more than 35 years, our comprehensive suite of solutions and unmatched expertise have helped customers of any size reimagine their enterprise and deliver exceptional customer experiences. For more information about PDI, visit www.pdisoftware.com.

About P97

P97 Networks provides secure, cloud-based mobile commerce, in-vehicle payments, and digital marketing solutions for the convenience retail, fuel, and vehicle manufacturing industries under the brand name PetroZone®. P97's mCommerce solutions enhance the ability to attract, engage, and retain customers by securely connecting millions of individual mobile phones and connected cars with merchants using identity, geolocation-based software that creates a unique mobile consumer experience. For more information, follow us on Twitter @p97networks or visit www.p97.com.

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