

Corporate Partnership Data

1

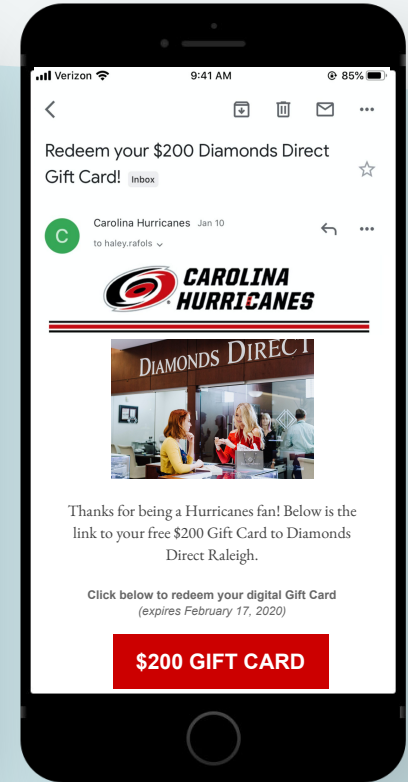
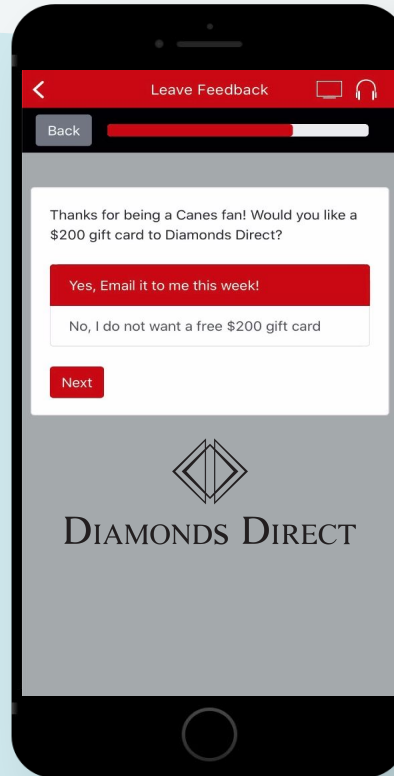
Diamonds Direct question added to the end of pre-existing survey

2

Hurricanes emailed gift certificates to fans who opted-in

3

End to End redemption process tracked by Epifany and Diamonds Direct



Corporate Partnership Data

Goal: Redemptions	12
Goal: New Customers	4
Results: Redemptions	70
Results: New Customers	30
Average Transaction	\$571
In-store Revenue	\$39,976

