



springbig Announces Two-Way Enrollment Integration with Alleaves

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Dispensaries using Alleaves will have access to springbig's suite of customer loyalty redemption programs

BOCA RATON, Fla., March 14, 2023 (GLOBE NEWSWIRE) -- [springbig](#) (the "Company") (NASDAQ: SBIG), a leading provider of SaaS-based marketing solutions, today introduced a new integration with [Alleaves](#), an industry-leading seed-to-sale tech company.

Alleaves and springbig have developed a two-way integration that will ease the process of growing and maintaining a strong loyalty and communications program. With the integration, consumers will have the opportunity to sign up for a dispensary's loyalty and communications program through any of springbig's enrollment methods, including website forms, text-to-join codes, QR codes and more. Once a consumer has signed up for a loyalty and communications program, their profile will automatically sync to the dispensary's point-of-sale system. Additionally, consumers have the option to sign up through a dispensary's POS system and enroll into springbig's platform. Customers then have the option to redeem rewards through their smartphone or at the dispensary, making the loyalty and communications program accessible on the go.

"We are thrilled to launch a new integration that will elevate the work of entrepreneurs throughout the cannabis industry," said Jeffrey Harris, CEO of springbig. "Alleaves is an incredible partner that shares our desire to provide solutions for cannabis innovators looking to adapt within a rapidly evolving industry. Moreover, this integration will provide consumers with more tools to connect with their favorite dispensaries."

Alleaves is a dynamic intelligence platform that provides cannabis innovators with the control, cohesion, clarity and compliance needed to succeed in the rapidly evolving industry. The ERP platform offers a comprehensive suite of services that improve delivery, expand payment options for consumers and strengthen supply and distribution chains. Whether a cannabis business is a retail shop, grow and processing operation, or a full vertical business, Alleaves can unlock its full potential.

"Alleaves is pleased to announce its integration and relationship with springbig," said Mike Beedles, Co-Founder, and CEO of Alleaves. "As we continue to deliver industry-leading SaaS seed-to-sale software, our goal to support our customers in providing best-in-class solutions, with configurable options is realized. This integration helps customers nationwide who have chosen to utilize our combined platforms. It also supports our mission to provide our customers with complete Control, Clarity, Cohesion, and Compliance within their business operations."

For more information regarding springbig's latest integration efforts, please visit <https://springbig.com/>.

About springbig

springbig is a market-leading software platform providing customer loyalty and marketing automation solutions to cannabis retailers and brands in the U.S. and Canada. springbig's platform connects consumers with retailers and brands, primarily through SMS marketing, as well as emails, customer feedback system, and loyalty programs, to support retailers' and brands' customer engagement and retention. springbig offers marketing automation solutions that provide for consistency of customer communication, thereby driving customer retention and retail foot traffic. Additionally, springbig's reporting and analytics offerings deliver valuable insights that clients utilize to better understand their customer base, purchasing habits and trends. For more information, visit <https://springbig.com/>.

About Alleaves

Alleaves was founded with a knowledge of cannabis cultivation, manufacturing, and sale embedded in the company's culture. Our ultimate goal is to optimize your unique cannabis journey with a top-of-the-line ERP platform, focusing on the flexibility to choose when and where you need us and a cohesive system that will improve your business operations. Our mission is supported and propelled by a focus on providing cannabis innovators with four things: Control, Cohesion, Clarity, and Compliance. For further information about Alleaves services, visit www.alleaves.com

Forward Looking Statements

Certain statements contained in this press release constitute "forward-looking statements" within the meaning of federal securities laws. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intends," "outlook," "may," "might," "plan," "possible," "potential," "predict," "project," "should," "would," and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to the risks and uncertainties described under "Risk Factors" of the registration statement on Form S-4, the proxy statement/prospectus relating to the business combination, the Company's Form 8-K filed with the Securities and Exchange Commission (the "SEC") on June 21, 2022, and in the Company's Form 10-Q for the period ended September 30, 2022 filed with the SEC on November 14, 2022, and other documents filed by the Company from time to time with the SEC. These forward-looking statements involve a number of risks and uncertainties (some of which are beyond the control of springbig), and other assumptions, which may cause the actual results or performance to be materially different from those expressed or implied by these forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and the Company assumes no obligation and does not intend to update or revise these forward-looking statements other than as required by applicable law. The Company does not give any assurance that it will achieve its expectations.

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