



## Springbig and Meadow Unveil a Seamless Loyalty + POS Integration Built for High-Performance Cannabis Retail

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BOCA RATON, Fla., Nov. 28, 2025 (GLOBE NEWSWIRE) -- Springbig, the leading provider of loyalty, SMS, and customer engagement technology for regulated industries, today announced a new strategic integration with Meadow, one of the most trusted cannabis point-of-sale and retail operations platforms. The partnership brings real-time loyalty, data, and marketing automation directly into the in-store checkout experience — giving retailers a faster, smarter way to drive repeat visits and higher customer value.

### A Unified Loyalty Experience at Checkout

Through the Springbig x Meadow integration, retailers can now:

- **Automatically sync customer profiles and purchase history** from Meadow into Springbig
- **Award and redeem loyalty points instantly** at the point of sale
- **Trigger personalized SMS and app messages** based on live shopper behavior
- **Access unified insights** that strengthen retention and increase average order value

“Meadow has built an exceptional platform for today’s cannabis retailers,” said **Jaret Christopher, CEO of Springbig**. “This integration enhances the way our shared clients operate, creating a seamless experience that makes loyalty more valuable, marketing more relevant, and day-to-day operations more efficient.”

### Powering a More Connected Retail Ecosystem

This collaboration expands Springbig’s growing network of technology partners and reinforces the company’s commitment to delivering a connected, data-driven ecosystem that simplifies the customer journey from check-in to checkout and beyond.

Springbig will showcase this integration at **MJBizCon 2025, Booth C26507**, where attendees can meet the leadership team and explore new product innovations designed to accelerate retailer growth.

### About Springbig

Springbig (OTCQB: SBIG) is a leading provider of marketing solutions, customer loyalty programs, and omnichannel communication technology for retailers and brands. With a powerful suite of CRM and marketing automation tools, Springbig helps businesses grow customer retention, increase revenue, and drive engagement in regulated markets.

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