



Facebook Deals Startup Announces New Features to Kick Off 2014

SAN DIEGO, California — January 21, 2014 — Vionic®, a leading Facebook promotions platform, has unveiled a new design and product features, with a particular focus on mobile and bitcoin. Vionic is the latest venture from Kosta Gara, a serial entrepreneur who co-founded a company in the energy drink market that today operates in over 30 countries with sales in excess of \$75M. Vionic, which recently closed a \$1M round of angel funding last fall, is on track to be a strong disruptor to the social offers space. In Q4, business development partnerships included The UPS Store and Office Max Mexico.

Mobile App

The Vionic mobile app allows merchants to create social deals and promotions on the go. Merchants can conveniently publish campaigns and monitor their revenue stream with an iPhone, iPad or Android device. Now available on the App Store and Google Play!

Bitcoin

Vionic continues to experiment and test new technologies and is now accepting Bitcoin payments alongside PayPal from merchants.

Video Integration with YouTube & Vimeo

Merchants can now embed YouTube and Vimeo videos right into their Facebook campaign. Vionic is the only social deals platform that enables video capabilities directly within a promotion.

Scheduling Flexibility

Merchants have the ability to plan ahead and create a campaign schedule to be published at a later date.

30-Day Free Trial (No Credit Card Required)

Vionic is currently offering a 30-day free trial. Merchants will have complete access to Vionic's powerful product suite. While other daily deal sites keep 50% of merchant revenue generated, Vionic simply charges \$39.99 for the software plus a small transaction fee and the merchant collects the rest instantly.

Vionic has expanded its customer base, adding new accounts in key industries such as beauty & spa, restaurant, entertainment, health & wellness, automotive and fitness.

“2013 was a very important innovation year for us,” said Kosta Gara, Vionic CEO and founder. “In 2014, we’ll continue to grow, partnering with SMB and enterprise clients to help generate cash flow from their Facebook audience. Our goal is to continue to roll out new features and provide our merchants with rich data on their audience and the very best social offers experience.”

Based in San Diego, Vionic is a North American company with offices in Guadalajara, Mexico and Vancouver, Canada. To learn more about Vionic and launch a free 30-day campaign, visit <https://vionic.com>.

About Vionic:

Vionic is a Facebook promotions platform that provides brands with an easy way to offer exclusive social deals.

Vionic helps drive new customers and cash flow for brands, while partnering with business owners to unlock the potential of social media through online deals, contests, sweepstakes and more.

<https://vionic.com>

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