



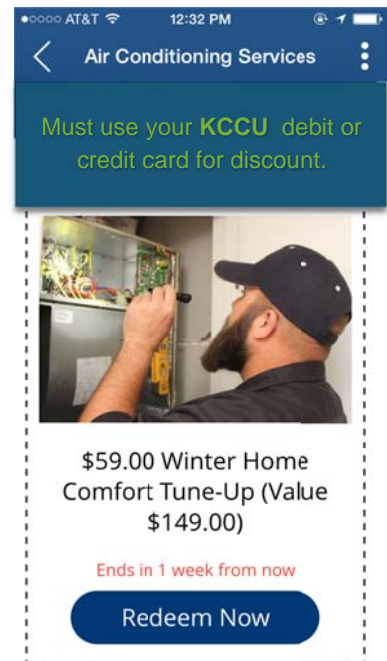
As part of our commitment to support and promote local businesses we are launching a **FREE** new mobile marketing platform for local merchants called The Mitten. Available on I-tunes & Google Play.

Promote your business, post coupons & daily specials to our mobile Credit Union customers. **Did you know searching on a mobile device for local services has now surpassed online and mobile offers are seen and redeemed 10 X more than print?**



### The Mitten Merchant Benefits

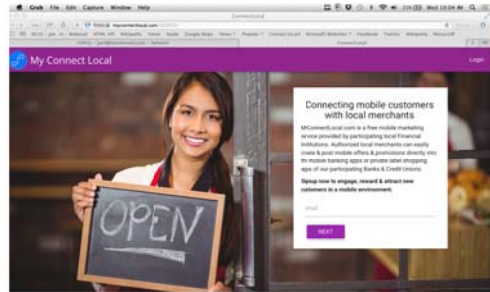
- Promote your business to thousands of our mobile members.
- Customers can easily search for your business & services using keywords: Oil change, Salon.
- Be as creative as you want with your offers.
- Create multiple offers and onetime use offers.
- Track results in our metrics panel.
- KCCU becomes your mobile marketing partner.
- Upgrade mobile loyalty options available to use for all of your customers.



**Is this service really free?** Yes, the only requirement is that when our members show the offer on their mobile device to your staff it will remind your staff that our members must use their **Kellogg Community Credit Union** debit or credit card to get the offer. We simply ask that you honor those terms.

# How do I get started?

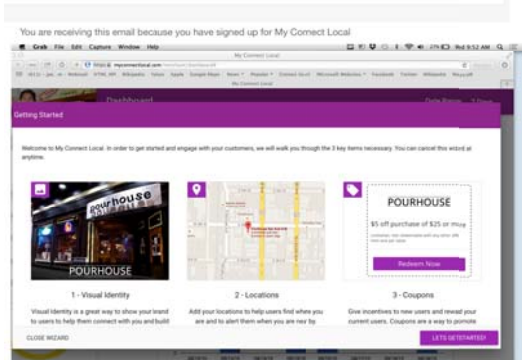
**Step 1 . Go to**  
[www.myconnectlocal.com/themitten](http://www.myconnectlocal.com/themitten)  
& simply enter your email.



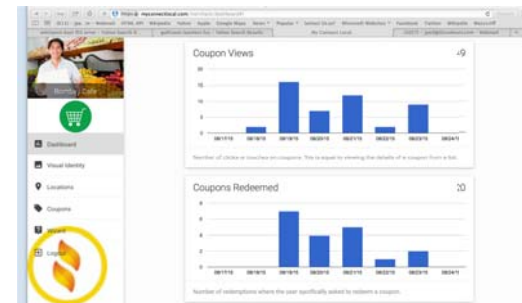
**Step 2.** After a **few minutes** you will receive an email confirmation with a link to complete your registry process.



**Step 3.** After you register, our help-wizard will start. Click on the “Lets Get Started” button (bottom right) to add your logos, location data and create your first offer!



**Step 4.** At anytime you can click on the “coupon” tab to create additional offers or click on dashboard to see how your offer is performing.



Please note that KCCU can reject certain types of merchants. All offers created will be pending upon approval before they are posted into our mobile app.