



Contact:
Klosebuy Media
Klosebuy Inc.
press@klosebuy.com
<https://klosebuy.com/>

FOR IMMEDIATE RELEASE

Klosebuy Announces Board of Advisors

Fort Lauderdale, FL, For Immediate Release May 4, 2021 - Klosebuy Inc. announced the members of its Board of Advisors for the award-winning digital marketing, communications, and loyalty platform.

"To announce such a strong leadership team of experts to help carry our vision is such an honor." said Frank Fennell, President & CEO. Klosebuy is a distributed marketing platform that links a community by connecting local businesses to the residents.

"During the course of my career, I have strived to surround myself with the smartest and most experienced people possible. I always set the bar high; however, the Advisors that we have assembled significantly exceeded my expectations."

Board of Advisors: **Jan Rogers Kniffen** (Board Chair), **John Ebann** (Secretary), **Cary Ichter** (Legal), **Charmaine Tang**, **Cicely Simpson**, **Duncan Bureau**, **Preston Edmonson**, **Mark McClellan**, and **Hap Brakeley**.



In today's environment, businesses need additional tools to engage current customers while attracting new customers as well. The moment a business is added to the Klosebuy platform, they instantly receive a web and mobile app presence. The local consumers can then find the business, see their advertisements, earn points, and share offers on social media with a single touch. With Klosebuy's digital marketing and loyalty program, engaging local customers has never been easier or more affordable.

Klosebuy offers professionally managed subscriptions as well as a self-service option. With a Klosebuy subscription, the geo-located business can engage customers through push messages, emails, and loyalty rewards. The business receives instant analytics on their custom advertisements with first-party data. This allows the business to adjust messaging and amplify their communication with their targeted customer. There is no need for hardware or integration with Klosebuy; therefore, businesses can easily engage with their entire local community immediately.

Jan Rogers Kniffen said, "I am very excited to Chair the Board for Klosebuy. Shoppers want to buy locally. They want to support their local community. They want to feel like the store that they are shopping in is their store. Klosebuy makes all of that possible and accessible at a very affordable price for the hometown retailer."

"Having known and worked with Frank Fennell for 20+ years, I am excited to work with Klosebuy and his extremely capable team. Klosebuy is going to disrupt the loyalty space with a powerful platform that allows locally owned, operated, or franchised businesses to take advantage of a loyalty solution that will deliver revenue results and enhance customer relationship solutions at a fraction of the cost. This is a shop local effort that will contribute to the rebuilding of communities and entrepreneurs in America," stated Duncan Bureau.

About Klosebuy Inc.

Klosebuy (klosebuy.com) is an affordable "no-touch" award-winning, nationwide digital marketing, communications and loyalty platform designed for businesses of all sizes to engage and acquire consumers locally along with real-time data to grow sales. Businesses create and schedule unlimited digital advertisements, coupons, rewards, and other messages and have them delivered directly to their customers and Klosebuy members through web and mobile technologies. Businesses auto-build a customer database, view real-time analytics, send instant messages, share their advertisements socially, and manage a points-based loyalty program.

Klosebuy is free for consumers and is accessible from the Klosebuy website and mobile app. Members are rewarded with points when they sign up, favor businesses, celebrate birthdays, and refer friends and businesses. Users easily find businesses near their location, view, save, and share deals socially, and control communications from their favorites. Members can also track the loyalty points they receive, redeem their points for rewards from businesses who awarded them points, or combine their points and use them in the Klosebuy online catalog of over 7,000 items - all through the mobile app or website.