

For Immediate Release

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gapNsnap Reaches Company Milestone

New app captures 1,000,000th snap

Maryville, Tenn.— A new mobile app called gapNsnap with East Tennessee-based headquarters is taking off. The app that encourages users to snap pictures of out-of-stock tags on retailer shelves recently received its 1,000,000th snap.

“In the complex world of corporate data mining, vacant shelves result in billions of dollars lost annually for retailers like Wal-Mart, Target, Publix and Kroger,” said Richard Beaver, founder and CEO of gapNsnap. “Statistics prove that one in every 10 products are not on store shelves when consumers need them, and that’s a frustrating reality for shoppers.”

Through Beaver’s innovative approach to solving the out-of-stock issue, gapNsnap rewards typical consumers to snap pictures of the “holes-on-the-shelf” in exchange for points and cash. Retailers and suppliers then receive an exclusive glimpse into the consumer experience at their stores.

With more than 25 years of developing solutions for top U.S. retailers, Beaver was in a unique position to create a “win-win” solution for this problem that has been plaguing retailers since selling began.

“This app is first and only app to achieve this level of out-of-stock insight to retailers,” said Beaver. “It’s a unique combination that creates a mutual camaraderie between shoppers and retailers across the nation.”

To become a snapper it just takes four steps. 1) Download the app onto any iPhone (3G or newer versions); Set-up log-in credentials as well as a PayPal account; 2) Shop at any grocery or convenience store; 3) Snap a photo of a shelf with a missing item; 4) Receive a cash reward and points for photos snapped.

With spikes of snappers joining daily, the data is proving invaluable for gapNsnap founder Richard Beaver.

“The gapNsnap user community has really championed this effort,” said Beaver. “Reaching one million snaps in just four short months has been proven the great need for this type of data sharing and insight within the retail industry.”

For more information about gapNsnap, please visit: www.gapNsnap.com or follow on Twitter via @gapNsnap. To download the app, visit: <http://bit.ly/14WqiGv> .

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Meet Richard Beaver

Prior to founding gapNsnap, Beaver was a high-energy Fortune 500 senior executive with a career spanning more than 25 years in companies such as United Natural Foods, MillerCoors, M&M Mars, IBM, and Keebler.

His philosophy is simple – look how new technology can solve today's problems; he founded gapNsnap in May 2013 to transform the retail paradigm around how to solve out of stock items. With his start-up concept to bring 21st century technology and processes to address this multi billion-dollar challenge, and the experience to make it successful, Beaver was able to secure venture funding. His expertise helped him develop all IP, recruit users and employees, and manage day-to-day operations during the growth cycle.

Beaver's corporate career earned him a reputation for his ability to create and communicate a clear vision at all levels and to implement, design, and support best-in-class integrated solutions across multiple industries. His experience taught him how to leverage significant leadership and cross-domain experience to build and lead high performing teams focused on delivering results. His specialties include Business Intelligence, Master Data Management, Data Warehousing, Retail and CPG expert, Extensive Category Management experience, Applied Analytics, RFID, and Supply Chain.

Beaver received his B.S. in communications from the University of Tennessee, and is a graduate of the United States Air Force Maintenance Data Analysis School at Chanute Air Force Base. He is married and has three children. He is an Eagle Scout and a supporter of STEM education.

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Company Fact Sheet: gapNsnap

Who: Richard Beaver, founder of gapNsnap (www.gapnsnap.com), used his 25+ years of experience as a Fortune 500 corporate executive to launch a mobile web app designed to address a problem plaguing most large retailers today: out-of-stock items. Using his experience in mobile app implementation, and his understanding of corporate business data, he set out to transform the retail paradigm around how to solve this problem. With his start-up concept to bring 21st century technology and processes to address this multi billion-dollar challenge and the experience to make it successful, he secured venture funding, developed all IP, recruited users and employees, and managed day-to-day operations during the growth cycle. The company's leadership team are industry vets with over 50 years of collective retail, DSD and IT experience between them.

What: The new start-up is a mobile app with an innovative approach to leverage the growing trend in crowd commerce (using shoppers with smartphones as a work force) to provide a view into the consumer experience companies have never had before. With gapNsnap, companies can now, for the first time, capture a dynamic and comprehensive view of their out-of-stock position. For consumers, while the experience of finding the item they would like to purchase missing from a store shelf is frustrating, that in itself is not incentive enough to drive use, which

is why gapNsnap offers a range of incentives to its users, which differs depending on available campaigns.

Why: With statistics proving nearly one in every 10 products are not on store shelves when consumers are ready to buy them, these vacant shelves result in billions of dollars lost annually for retailers like Wal-Mart, Target, Publix and Kroger. It's also a frustrating issue for consumers. With the rise of mobile technology, it makes sense to find a "win-win" solution to help solve the out of stock issue. The company has found a solution to a problem that has been a constant drag on sales since selling began. The company hopes to see its partners take the information from gapNsnap to drive efficiencies, while forming new relationships with their consumers.

How: 1.) Download the app onto any iPhone (3G or newer versions); Set-up log-in credentials as well as a PayPal account; 2) Shop at any grocery or convenience store; 3) Snap a photo of a shelf with a missing item; 4) Receive a cash reward and points for photos snapped.

Where: gapNsnap headquarters is located in Maryville, Tenn., but the mobile app is available to anyone in the U.S. with a 3G or newer iPhone. The app can be used to capture any retailer's shelf tag in the U.S.

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