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FLYBUYS IS SHAKING UP SHOPPING REWARDS WITH 'SHAKE 'N' SHOP' MOBILE GAME

Australia's most popular loyalty program* is shaking up the loyalty experience for members by launching a fun new mobile game. flybuys' Shake 'n' Shop helps members get even more value from flybuys by giving them the chance to win bonus point offers from some of flybuys' biggest partners including Coles, eBay, Target, Liquorland, flybuys travel and First Choice Liquor.

The game allows members to catch deals that fall from the sky in a virtual trolley that moves with the shake of a hand. There are more than 50 offers available to win, including offers at Coles across deli, fresh produce and pet food, up to 10x points on eBay and 20,000 bonus points when you book any escape with flybuys Travel.

These offers come in addition to the rewarding bonus points members can already claim through the flybuys app, online or instore.

flybuys CEO John Merakovsky says the game is designed to make the program even more fun and engaging for members.

"We have more than eight million active flybuys members and more than 1.5 million members have downloaded the flybuys app. The app is a fantastic tool to ensure members never miss out on a flybuys offer. Shake 'n' Shop is going to add some fun to flybuys and give even more value back to our members who are always looking for new ways to boost their points balance," John said.

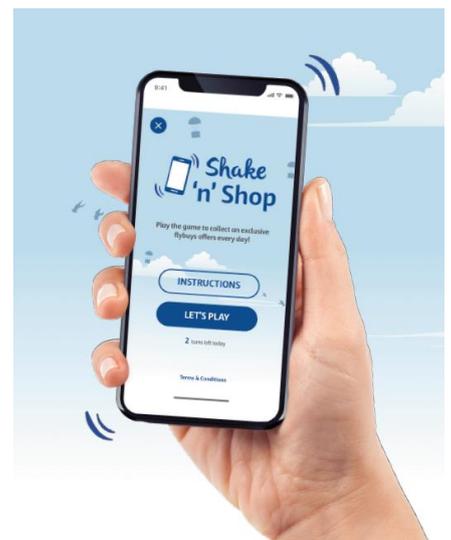
"We have a large network of big brand partners who constantly provide new and innovative ways for our members to earn and redeem their points."

How the game works:

Offers and obstacles fall from sky while members are given a limited time to catch and collect these offers. Moving their phone left and right to move the trolley on the screen, members must collect as many offers as possible in 45 seconds, while avoiding obstacles.

After playing, members can choose to claim one offer per day and activate it via the 'Offers' tab in the app. Users can play the game up to three times per day and can claim one special offer per day.

Shake 'n' Shop is available now until Sunday 17 March 2019.



Shake 'n' Shop is available to all flybuys members with the flybuys app. The flybuys app is available free on the Google Play and Apple App stores.

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For more information, please contact

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** flybuys has been judged Australia's most popular rewards program in each survey conducted by The Point of Loyalty since 2013.*