

## **News Release**

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### **Nutricate Changes Name to SmartReceipt**

SANTA BARBARA, Calif. – March 1, 2010 – Today, Nutricate Corporation announced that it has changed its corporate identity to SmartReceipt Inc. Nutricate remains as a product line for those foodservice providers looking to enhance the consumer experience with detailed nutrition information and education solutions.

Jay Ferro, CEO of SmartReceipt explains the reasoning behind the move. “Nutricate has been an excellent brand for us to date, and will remain that way moving forward. As our technology solution has evolved, the foodservice industry is just one vertical segment of the larger retail market we are pursuing. For example, now retail establishments that don’t serve food, or don’t have their nutritional information, can still use the targeted transaction marketing solution available with other SmartReceipt products, without paying the premium of Nutricate.”

New SmartReceipt product lines focused on point-of-purchase marketing and analytics will be available later this year.

### **About SmartReceipt**

Santa Barbara, California-based SmartReceipt, Inc. provides powerful customer engagement solutions for the retail and foodservice industries. SmartReceipt offers a range of products that enable companies to engage with their customers in an affordable, convenient, dynamic fashion. By delivering the right message to the right customer at precisely the right moment, SmartReceipt products offer the most effective way to engage with the customer. SmartReceipt’s Nutricate program provides personalized, convenient and meaningful nutrition information and education to consumers.

Visit [www.receipt.com](http://www.receipt.com) and [www.nutricate.com](http://www.nutricate.com) for more information.

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