



About us:

Patron Points is a proud technology developer and provider of customizable loyalty solutions for businesses and retailers in the convenience store industry. Supporting retailers coast to coast and working closely with manufacturers, we offer loyalty programs, mobile apps, customized marketing, and industry-leading tobacco scan/loyalty services. We provide only the highest standard of customer service to our clients, no matter the size, scale, or scope of your business. With 19+ years of experience in the industry, we leverage our expertise to bring customers top-notch, customizable, digital loyalty solutions.

**Company
Founded in**



**Located in
Woodbury, MN**



**2023 Minne Inno
Fire Awards Honoree**



Solutions:



Loyalty

Customizable, technology-based loyalty program providing the ability to implement your marketing and business strategy.



Tobacco Scan Data

Industry leading technology allowing retailers to offer the best discounted prices while ensuring accurate reimbursement.



Mobile App

Easy-to-use mobile app platform tailored to each store's needs. Allowing retailers to reach consumers where they are and consolidating your services on one platform.



formi™

A first-in-class Instant Savings Digital Platform that connects manufacturers with C-stores of all sizes to offer instant trackable coupons and customer data insights that accelerate growth.

Key Market Segments:

- C-stores of all sizes
- Manufacturers
- Consumers

Key Benefits:

- Strong Relationships
- Innovative Customer Solutions
- First to Market

Leadership:

Erik Ogren
President

Margaret Ogren
Senior Business Director

Tom Harrington
Director of Sales

Darren Forbes
Director of Trade Relations

Tarek St. Michaels
Director of IT

Heather Webb
Director of Operations

Kyle Davis
IT and formi Development

Contact Us:

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Title: Introducing formi™: Patron Points' First-in-Class, Universal Instant Savings Digital Platform

Subtitle: Customer loyalty solutions company launches pioneering savings platform for convenience stores, manufacturers, and consumers.

9/20/23

WOODBURY, Minnesota—(BUSINESS WIRE)— Patron Points® (www.patronpoints.com), a leading developer of technology solutions and provider of customizable loyalty programs, mobile apps and scan data reporting for the convenience store industry, announced today that they are launching formi™, the first universal instant savings digital platform for convenience stores, manufacturers, and consumers.

Patron Points® recognized the mutual need of independent convenience stores and CPG manufacturers for a simple, easy to use, universal digital solution that offers immediate savings to consumers on products they love at their local convenience store. That universal solution is formi™.

formi™ is a first of its kind universal, Instant Savings Digital Platform designed specifically for convenience stores of all sizes. This easy-to-use, powerful app connects C-stores with manufacturers and consumers to offer instant coupons wherever and whenever they're shopping. Providing C-stores, a tool to drive store traffic, sales and profit, and manufactures access to shoppers at independent convenience stores nationwide.

"Intuitive. Easy to navigate. Not too many clicks"

-Convenience Store Owner

"The app is user-friendly and easy to navigate. The look and feel is clean, to-the-point."

-Convenience Store Owner

Convenience stores and manufacturers interested in learning more about formi™ can connect with Patron Points® at: <https://www.patronpoints.com/formi>

Patron Points will be showcasing formi™ in the Cool New Products room and at Booth #B3969 at the NACS Show 2023, October 3-6 in Atlanta, Georgia.

About Patron Points:

Patron Points has been developing technology to deliver customizable loyalty solutions for businesses and retailers in the convenience store industry for more than 19 years. They deliver first-class service to their retail partners with a portfolio of loyalty, mobile app and scan data

solutions. All designed for retailers to keep the customers that they already have, while acquiring new ones.

Contacts:

For media inquiries or further assistance, please contact:

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www.patronpoints.com



Executive Bio:



Erik Ogren

As the President and Co-Founder of Patron Points, Erik Ogren is responsible for developing and executing the company strategy and vision. Since co-founding the business in 2004, Patron Points has grown from supporting a handful of stores from his home office to a team of over 40 employees supporting thousands independent C-stores coast to coast.

Working in his family's Petroleum Distributorship, Erik started cleaning the office and stocking shelves at an early age. Over the years, his experience expanded to trucking, wholesale, cashiering and managing convenience stores. He graduated from St. John's University, but dedicates his education to his life-long immersion in the industry. During his time as a consultant in the field, he noticed a need for loyalty programming specifically catered for independent and mid-sized convenience stores. With this goal in mind, he helped co-found Patron Points.

After 19 years running the company, Erik's passion still lies in helping independent and mid-sized stores thrive in the extremely competitive petroleum industry. With the launch of formi™, he's excited that Patron Points will continue to help its customers move into the digital era and stay competitive. However, Erik will draw the line at dawning his clown suit that he was required to wear for all grand openings of stores in his family's company.



Executive Bio:



Darren Forbes

The Director of Trade Relations at Patron Points, Darren Forbes is an experienced navigator of retail relationships, specializing in fostering connections with CPG brand representatives. Darren brings a unique perspective to his role; he grew up working in the convenience store industry and has amassed more than 35 years of experience and 5+ years developing CPG brands.

Darren's convenience store journey began working as a night shift cashier while attending college. He quickly climbed the ranks to Store Manager at a high-volume store in Bay City, MI. He went on to become Director of Merchandising at Imperial Oil Co. dba Next Door Food Store, a chain of 45 stores located in Michigan.

In 1992, Darren came to the Twin Cities, joining Erickson Oil Products dba Freedom Valu as VP of Marketing/Merchandising, eventually rising to the position of Senior Vice President. He joined Uncle Rays LLC in 2016, providing him with invaluable insights into the CPG/manufacturer side of the industry.

Darren has worked on all sides of the retailer/manufacturer relationship. Today, he brings that experience to the table at Patron Points developing and fostering a winning relationship with manufacturers.



Executive Bio:



Margaret Ogren

As the Senior Business Director at Patron Points, Margaret Ogren coordinates and streamlines operations and communication throughout the company. Margaret grew up alongside Patron Points and has been immersed in the industry all of her life. From an early age, she helped her parents — founders of Patron Points — by riding along to convenience store visits and folding mailer pamphlets. She graduated from the College of Saint Benedict in 2018 with a degree in Global Business and Political Science.

In 2020, Margaret took on a full-time role at Patron Points. She's held numerous operational positions, accumulating a comprehensive understanding of the company's inner workings. From this multifaceted perspective, she highlights how pivotal formi™ has been in meeting customers' needs. Beyond her professional achievements, Margaret's personal passion for finding deals aligns perfectly with Patron Points' ethos. She's enthusiastic about formi™ because it helps small retailers find those same little victories. With a unique vantage point as both a witness to and a participant in Patron Points' growth, Margaret has seen the evolution of the company, especially as it moves forward in the digital age.