



OFFICE OF THE MAYOR
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MAYOR EMANUEL AND BELLY ANNOUNCE BELLY WILL ADD 150 JOBS BY 2014

Mayor Visits Company as Belly Logs its One-Millionth Member

Mayor Emanuel visited Belly, Inc., at 600 W. Chicago, today to announce that the company will be creating 150 additional jobs in the coming year as it continues its rapid growth in Chicago.

"Belly is a perfect example of the sort of thriving technology company that we're looking to attract and expand in Chicago," said Mayor Emanuel. "The company is growing rapidly and attracting bright young people to Chicago. I am encouraged by their growth and I look forward to watching them succeed in the future.

Belly is the largest universal digital customer loyalty and rewards program that lets anyone earn crave-worthy rewards at their favorite local businesses. Customers can either use a physical BellyCard or mobile app to scan in on the Belly provided in-store iPad to earn points redeemable for custom and unique rewards.

Belly is celebrating a monumental growth milestone this week by surpassing 1 million members. Since launching in August 2011, loyal Belly users have visited participating merchants over 7 million times while redeeming over 200,000 rewards.

The company has partnered with 4500 businesses across the country to offer a loyalty program that fits the businesses' personality, culture, brand, and business objectives in order to foster more personal relationships with their customers.

"We're thrilled to celebrate this milestone in our short history with the Mayor today. Belly's growth and early success is a direct result of our ability to build a brilliant, hardworking and disruptive team," said Logan LaHive, CEO of Belly. "We fully support the Mayor's continued effort to grow tech and innovation in Chicago and we hope to serve as an example of what's possible here,

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Belly's growth has been validated through prominent venture capital partners having secured a \$10 million round from notable Silicon Valley firm, Andreessen Horowitz to Chicago's Lightbank and Silicon Valley Bank.

Mayor Emanuel has made the creation of jobs in the technology economy a top priority of his administration. To date, he has stood with nearly 50 technology companies that have committed to thousands of new jobs for Chicagoans.

Belly has worked with World Business Chicago throughout its history, and has received assistance from WBC on a variety of aspects of their business. Promoting and fostering innovation is a key aspect of WBC's Plan for Economic Growth and Jobs, which is the city's blueprint for economic development.

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