



## **Bixy Launches to Replace Bad Online Ads with Personalized Rewards Controlled By Consumers**

*By 2020, Consumers Will Never See A Bad Online Ad Again*

**KANSAS CITY, KS – Dec. 15, 2015** – Bixy announced today its official launch to provide consumers with the power to control their online advertisement experience and receive personalized rewards for products and services they actually want.

Visit Bixy on the web at [www.bixy.com](http://www.bixy.com).

For the first time ever, consumers can control the ads they see online and take advantage of personalized rewards. The process is simple: Users sign up with Bixy for free at [bixy.com](http://bixy.com), provide their interests, and follow their favorite businesses. Bixy ads – which are actually rewards – then replace the useless ads across the web based upon those interests.

“Since online ads are a fact of life, they might as well be personally relevant and rewarding,” said Kyle Johnson, Founder and CEO of Bixy. “The explosive growth of ad blockers proves that consumers hate online ads. People are tired of getting tracked by technology companies only to be bombarded by meaningless interruptions. We’re excited to transform annoying ads into a useful service for consumers. By 2020, Bixy envisions a world where consumers will never see a bad online ad again.”

Bixy is currently in beta mode in the Kansas City market by signing up all types of B2C companies, including retailers, restaurants and services firms.

### **Key Features**

- Consumers sign up with Bixy to eliminate bad online ads
- Users select their interests and follow their favorite brands and retailers
- Bixy users can view their personalized rewards as ads across the web or within their personalized feed at Bixy.com
- Users get rewards to take advantage of savings at their favorite businesses

### **About Bixy**

Bixy replaces useless ads with rewards that save consumers time and money on products and services they actually want. By following their favorite businesses and brands, consumers can control and personalize their ad experience for the first time ever. To learn more about Bixy, please visit [www.bixy.com](http://www.bixy.com).

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