

Former Warner Bros. Entertainment Chief of Consumer Products Division Joins Shopkick as Advisor

Licensing entertainment and consumer products innovator, Dan Romanelli, to help drive Shopkick's expansion into destinations and entertainment

REDWOOD CITY, Calif. -- December 1, 2020 -- [Shopkick](#), a leading shopping rewards app, today announces the appointment of [Dan Romanelli](#) as the company's new key advisor. Romanelli, an icon in the world of entertainment licensing, was formerly the head of Warner Bros. Worldwide Consumer Products, where he started the Consumer Products Division as well as its retail division, Warner Bros. Studio Stores. In his advisory role, Romanelli will bring enormous experience and his network of relationships to support Shopkick's vision to expand their retail footprint into a multitude of consumer destinations.

"Dan's entrepreneurial vision and leadership has undoubtedly helped shape the licensing industry, and we are thrilled to have such a distinguished veteran join our advisory team," said Dave Fisch, General Manager of Shopkick. "It is our mission to create opportunities for consumers to earn rewards for their everyday activities and purchases. I am certain that Dan's creativity and insights will be essential as we further engage and expand our audience, strengthening our ability to connect brands with consumers all day, every day, wherever they are."

Under Romanelli's leadership, Warner Bros. Worldwide Consumer Products grew from a small licensing enterprise to a multi-business operation surpassing \$100 billion in worldwide retail sales over the course of two decades. Romanelli was the driving force behind many of the top licensing campaigns for countless Warner Bros. theatrical film releases, including the 1989 box-office smash "Batman," one of the industry's most definitive and pivotal merchandising campaigns established at that time. Dan was integral in championing "Space Jam," which became a major licensing success and one of Warner Bros.' most successful animated films. With the help of his global team of more than 300 employees, Romanelli broke new ground in the business of entertainment retail, representing some of the most highly regarded entertainment franchises such as Looney Tunes, Harry Potter, Superman, Scooby-Doo, Hanna-Barbera, Tiny Toons, Animaniacs and many others. Additionally, he developed the Warner Bros. Studio Store business, which he championed over the years in bringing the Warner Bros. experience through retail and product in over 220 Studio Stores worldwide.

During his 25-year-run with Warner Bros., Romanelli built WBCP into a world-class and highly respected competitor in the licensing and merchandising industry. He is also the recipient of several industry accolades, including the Hall of Fame Award from the Licensing Industry Merchandiser's Association, Chain Store Age's Top 25 VIPs in the retail industry, and a 2005 Lifetime Achievement Award from MIPCOM, the world's leading assembly of television and audiovisual content.

“Shopkick’s ability to drive engagement and brand loyalty, rewarding users every step of the way, creates a unique opportunity to reach consumers at any destination,” said Romanelli. “I am eager to collaborate with a great team of executives to develop new experiences and drive brand sales within the consumer products space.”

Romanelli received a B.A. in Business Administration and Management from Michigan State University.

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company’s unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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