

## **FOR IMMEDIATE RELEASE**

### **Chrisi Reyes**

Spokesperson, Fabulous Freddy's Car Wash  
4350 S. Durango Dr. #100  
Las Vegas, NV 89147  
(702) 933-5374  
chrisi@fabfred.com

### **Dan Grech**

Vice President of Public Relations, OfferCraft  
(786) 664-7324  
[dgrech@offercraft.com](mailto:dgrech@offercraft.com)

## **Fabulous Freddy's Announces Customers Will Be Able to Play Games to Win Upgraded Car Washes, Discounted Gas, a Year of Oil Changes and More**

*New Gamification Software from OfferCraft to Make a Trip to Fabulous Freddy's Even More Fun and Fabulous*

**MARCH 2, 2016** – Fabulous Freddy's, a chain of customer-centric Car Washes and Service Stations in Nevada and Utah, has partnered with OfferCraft, a software company that enhances offers and incentives, to bring games and prizes to its patrons.

Customers will now be able to play digital games like scratch-offs and fishing games as they wait for their car to be serviced or anytime online via the fabfred.com website and social media channels. Unlike traditional coupons, the rewards earned from playing these games are interactive. As an example, patrons can share the rewards that they win with their friends, and even trade one reward for another.

"We want to create a fun and energetic environment," said Freddy Smith, founder of Fabulous Freddy's. "The goal of our company is to provide a Fabulous experience to everyone and their vehicles that is the highest in quality, convenience, value, and service. Teaming up with Offer Craft will help provide that Fabulous experience to our customers!"

OfferCraft's software platform blends gamification tools with deep insights into human psychology to deliver more engaging incentives that delight and entertain customers while driving more purchases.

"Freddy and the team have been wonderful partners," said OfferCraft CEO Aron Ezra. "Instead of just shoving a coupon in a patron's hand, we wanted to turn their marketing

effort into genuinely fun experiences that give customers yet another reason to visit Freddy's instead of going somewhere else."

For more information about Fabulous Freddy's locations and hours, visit [fabfred.com](http://fabfred.com).

For more information about OfferCraft or to request a demo, please visit [OfferCraft.com](http://OfferCraft.com).

### **About Fabulous Freddy's Car Wash**

Fabulous Freddy's was founded in 1998 by Freddy Smith in Las Vegas, Nevada. Fabulous Freddy's operates 8 locations in Las Vegas, NV; St. George, Utah and Sandy, Utah. The stores feature full service car washes with detail shops, express lube services, 24-hr convenience store and gasoline. Fabulous Freddy's employs over 600 fabulous men and woman, with a mission to be both fabulous to customers and their vehicles. For more information, visit [www.fabfred.com](http://www.fabfred.com).

### **About OfferCraft**

OfferCraft is a Software-as-a-Service company that helps organizations craft better offers. Inspired by game theory and customer psychology, OfferCraft's unique gamification software transforms traditional incentives into far more effective offers and rewards — ultimately motivating many more people to use them. The platform weaves together tools ranging from customizable games to next-generation sensors to sophisticated learning algorithms. Clients use it to invigorate marketing campaigns, employee education efforts, surveys, coupons and more, often doubling or tripling their participation rates. OfferCraft serves enterprise customers across multiple industries including retail, hospitality, healthcare, transportation, entertainment, and energy. For more information or to request a demo, visit [www.OfferCraft.com](http://www.OfferCraft.com).

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