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I wanted to update everyone on U-T Rewards. We have received a lot of positive feedback about U-T Rewards as well as great suggestions on ways to improve the program that we have taken to heart. As we have attempted to build that right loyalty model for both merchants and subscribers, our early findings show us we need to have true point of sale integration to be ultimately successful. Accordingly, as of January 1, 2014, U-T Rewards will be suspended indefinitely. Our intention is to take this time to re-evaluate the business and come back with a new and improved U-T Rewards program in the future.

While there is no set date for the return of U-T Rewards, we will be sure to notify you of any news regarding the re-introduction of the program. For those of you that have used the program and have built up Rewards, you will be receiving a separate email regarding the transition.

I would like to also take this time to wish all of you a Happy New Year. Here's to a successful 2014!

Mike

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