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FOR IMMEDIATE RELEASE

## **The hCard® Announces Military Discounts Mobile App**

**RALEIGH, N.C.** (February 15, 2012) – Sandra Burnett, President, announces today the first regional launch of Military Discounts, powered by The hCard taking place in Hampton Roads and Central Virginia. “We are proud to announce our partnership with Cox Communications **to bring a free mobile App to military and veterans** centered on local community-minded businesses,” says Burnett.

**The hCard Program:** leverages social and mobile commerce to increase traffic and revenue for business, while supporting the military, first responders and non-profits. We deliver savings and high-value deals to members, seizing new opportunities in today’s slowed economy. Following several other regional launches, The hCard will expand to the national level.

**Military Discount Mobile App:** is designed to provide great savings and deals for our military and retired military who have served our country. The hCard has targeted this population to receive our **free App**. By downloading this App, local businesses and services who have joined our program may easily be located. In addition, The hCard website provides direct links for readers and visitors to purchase an hCard for as little as \$10 which helps support the hCard mission.

**About hCard®:** The hCard is a membership-based program that helps raise funds for area nonprofits such as the USO. When an hCard® is purchased, a portion of the funds immediately goes toward the nonprofit of the member’s choice. The hCard focuses on supporting local businesses by expanding their consumer base to increase visibility.

**Major Savings Include:** The card includes discounts from retailers, hotels, restaurants, National Prescription Discounts Walgreens, Wyndham Hotels and Resorts, Southwest Vacations, Auto-Zone, movie and theater tickets and others.

To learn more about the company and savings: [www.ThehCard.com](http://www.ThehCard.com)