**RewardStock™ Raises $350,000 to Launch Reward-Travel Planning Solution**

***Free web app shows users smart ways to earn and use points for nearly free travel***

**RALEIGH, NC (October 13, 2015)**— RewardStock, the developer of a personal reward travel planning application, today announced that it has raised a $350,000 seed round of funding from tech venture fund Cofounders Capital in Cary, NC. The company will use the funding to launch its innovative travel rewards optimization website.

RewardStock’s unique technology will show users the best way to travel with frequent-flyer miles, hotel and credit card points, instead of cash. The free web application generates unique redemption plans for its users by automatically analyzing and comparing thousands of possible ways to use their rewards. These plans outline the optimal strategy to apply the miles and points that site users already have - and how to quickly get any additional miles and points they may need - in order to travel for pennies on the dollar. Often, the only cash required is the cost of mandatory taxes and fees.

“Loyalty program rewards can be extremely valuable if used wisely, but it’s complicated to figure out the best strategy and hard to know if you’re making a good decision,” says Jonathan Hayes, Founder and CEO of RewardStock. “We analyze the options so that you always know you are making the best decision for your situation. We also show you smart ways to earn points that you might not have considered, so even if you have nothing to start with, in a few months you could have enough for a dream honeymoon, anniversary, or family vacation that you didn’t think you could afford.”

David Gardner, general manager of Cofounders Capital, agrees, “I can’t believe how many reward-based travel options are available today but it really takes an analytics engine like what RewardStock has built to compare all of the offerings, flight schedules, hotels and other programs to take full advantage of these programs.” Hayes has been working out of Cofounders Lab in Cary. Gardner had his doubts when he first heard about the idea stating, “I just didn’t know if they could get the system to work”. He became a believer after buying a $1,000 plane ticket, only to discover that he could have secured the same flight and a hotel room all for just $11.20 using the plan outlined by RewardStock.

The company is currently further developing the application and testing a beta release that should be available to the public this winter. Those interested in trying RewardStock can register now on the company’s website, rewardstock.com.

**About RewardStock**

RewardStock is building the world’s smartest rewards planning and optimization tool to help users maximize the value they get from rewards. Simply create a profile of the rewards you have, tell us where you want to go, and we’ll show you how to make it happen for as little cash as possible. Whether you want to fly first-class, travel more often, or take the trip of a lifetime - it’s all possible with rewards, and we can show you how. Visit us at www.rewardstock.com.

**About Cofounder’s Capital**

Cofounders Capital is an early-stage seed fund focused on software ventures in the Triangle. Cofounders Capital is managed by serially successful entrepreneur, David Gardner with a team of over seventy advisers and volunteer mentors who are all investors in the fund, eager to support entrepreneurship in the Triangle and to help portfolio companies and entrepreneurs succeed.

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