

Neiman Marcus Taps ChargeItSpot for Phone Charging Stations Nationwide

Enhances customer in-store experience with free and secure amenity

PHILADELPHIA, May 23, 2016 /PRNewswire/ -- ChargeItSpot (www.chargeitspot.com) has expanded its partnership with Neiman Marcus to enhance the in-store experience for shoppers with a planned nationwide roll out that will result in 37 mobile phone charging stations installed across 30 locations.

The first wave of ChargeItSpot kiosks was installed last week in Neiman Marcus's Washington, D.C. and Tysons Corners, Virginia stores, and will continue through September. These custom-designed units reflect the Neiman Marcus aesthetic from the design exterior to the digital onscreen capability to the lights in each kiosk's eight secure lockers. Neiman Marcus is the first luxury retailer to offer complimentary phone charging stations in stores nationwide. ChargeItSpot's charging stations are built for retail use and offer complete customization, from the exterior graphics to the content and design of the touchscreen interface and the personalized SMS that users receive when picking up their phone.

"Neiman Marcus lives and breathes its core ethos of delivering an excellent customer experience and that includes keeping their shoppers' phones charged," said Douglas Baldasare, CEO and founder of ChargeItSpot. "The expansion of our relationship with Neiman Marcus underscores the value that complimentary phone charging provides to its retail shoppers."

"At Neiman Marcus, superior customer service starts with a great overall experience in the store. The ChargeItSpot kiosks allow our customers to charge their phones securely while they shop. It is very important to us that we work with technology to continue to improve our customers' experience," said Wanda Gierhart, CMO, Neiman Marcus Group.

ChargeItSpot first partnered with Neiman Marcus in 2014 to test branded phone charging stations in its flagship Bergdorf Goodman store in New York City, and then expanded into additional Neiman Marcus locations in 2015. The luxury retailer is focused on the needs of its clients while in-store, making sure they are able to interact and embrace this innovative retail technology to enhance their in-store shopping experience. ChargeItSpot allows customers to stay in the store longer and get the most out of their shopping experience.

As the leading provider of secure mobile phone charging stations, ChargeItSpot works with retail chains, luxury retailers, casinos, hospitals, shopping centers/malls, universities, stadiums and other indoor public venues.

About Neiman Marcus Group

Neiman Marcus Group LTD LLC is a luxury, multi-branded, omni-channel fashion retailer conducting integrated store and online operations under the [Neiman Marcus](#), [Bergdorf Goodman](#), [Last Call](#), [Horchow](#), [CUSP](#), and [mytheresa](#) brand names. For more information, visit www.neimanmarcusgroup.com.

Keep up with the latest news and events happening at Neiman Marcus by becoming a fan on [Facebook](#), following us on [Twitter](#), [Instagram](#), [Pinterest](#), [Snapchat](#), and subscribing to *Neiman Marcus* [theblog](#).

About ChargeItSpot

Based in Philadelphia, and founded by Wharton graduate Douglas Baldasare, ChargeItSpot creates elegantly designed, fully customizable mobile phone charging kiosks. The stations feature an intuitive, user-friendly touchscreen interface, highly secure locking capability, promotional opportunities, customizable on-screen messages, and robust data tracking and reporting. ChargeItSpot also offers a mobile app that alerts users when their cell phone battery is running low and points them to the nearest ChargeItSpot kiosk. Clients include Neiman Marcus, Bergdorf Goodman, Under Armour, Westfield Malls, Verizon Wireless and others. Visit ChargeItSpot.com for more info or [download the mobile app](#) for kiosk locations.

Editor's Note: Photos of the Neiman Marcus customized ChargeItSpot charging stations are available upon request.