

Cache Advance, Inc., Today Announces the Acquisition of Cache Addict, LLC to Greatly Enhance Their Product and Service Offerings to Deliver the Best Geocaching Gear and Trackables to Consumers and Partner Companies.

FOR IMMEDIATE RELEASE

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Cache Advance, Inc., a world leader in developing and supplying geocaching gear founded in 2005, today announces the acquisition of Cache Addict, LLC, an innovator and trendsetter in trackable geocaching products.

Headquartered in Centennial, Colorado, and founded in 2006, Cache Addict is a leading maker and supplier of ground-breaking Trackable Tags and Geocoins for the game of geocaching.

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices and Smartphones. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location. Currently there are 2,319,841 active geocaches and over 6 million geocachers worldwide.

Trackable Tags and Geocoins are a type of physical geocaching "game piece." These are customizable tags and coins created for individuals or groups of geocachers as a kind of signature item or calling card. Each Trackable has a unique code that can be used to log its movements on Geocaching.com as it travels in the real world.

“This acquisition furthers Cache Advance’s strategy by enhancing our offerings in the Trackable segment, as well as expanding our custom operations,” said Cache Advance’s CEO Lisa Breitenfeldt. “Cache Addict’s operations complement ours perfectly, and we are excited to become a fully comprehensive supplier of geocaching gear and Trackables.”

Mike Atwell, principle at Cache Addict, says “I started producing coins in October 2006 with our first personal coin. Since then we have designed and produced over 1000 designs in Geocoins and other Trackables. I was able to push the boundaries of the Trackables market on two specific occasions; the first was our introduction of the CachekinZ®, when I was the first to make a colorful tag. The second was the introduction of the Technology Tags® which were one of the first QR tags, where each tag had a unique code that linked back to the page of the trackable and not the generic page.”

“I have taken this business as far as I can and still maintain a full time job, so today I am announcing the sale of Cache Addict to Cache Advance. I have worked alongside the folks at Cache Advance for a number of years and believe they can take the business segment for trackable and move it to the next level. They have recently opened a retail store front and the addition of the trackables that Cache Addict has traditionally produced and sold will make a nice addition to their already expanding line of geocaching supplies.”

The acquisition will allow Cache Advance to expand in the custom Geocoin and Trackable market and compliments their existing Trackable, geocache container, and geocaching gear lines. “We are already making room in our store, the Cache Cave, for all of the exciting incoming products” says Breitenfeldt. “Transitioning on the web may take a little longer but we are excited to offer so much more to our existing customers and partners. And we look forward to welcoming Cache Addict’s customer base.”

About Cache Advance, Inc.:

Lisa Breitenfeldt launched Cache Advance in 2005. Cache Advance grew along with the exciting growth of geocaching, which began in 2000. Today their products are found worldwide via Amazon, Groundspeak, and resellers in Europe, Canada, Australia, Florida and even South Africa among other locations. Cache Advance also sells via their own ecommerce website, www.cache-advance.com.

In the Fall of 2013 the opened a retail store, the Cache Cave, making it the second only dedicated geocaching retail store in the US. Cache Advance also advises many K-12 schools, youth programs such as Boy Scouts and Girl Scouts, travel and marketing organizations, and communities on how to bring geocaching adventures into their activities. Cache Advance sees this as an exciting business growth area as geocaching becomes more popular as a fun, educational and tourist activity.