EQUIPMENT COMPATIBILITY

The programs can be loaded on many standard credit card terminals.
Some limitations do apply based on the terminal and applications.

Listed below is a short list of the most popular terminals we can work with.

Omni 3750	Nurit 2085	Trans 330 w/printer

NOTE: Please verify with your salesperson if your terminal is compatible with the programs.

TRANSACTION TYPES

The Transaction Types supported include:
Issuance Single Card
Purchase Single Card
Balance Inquiry
Add Value
Void
Transfer
Clerk Maintenance
Reports

Start Your OWN Private Label Gift & Loyalty Program TODAY!

To receive more information regarding the Gift & Loyalty Programs please contact a specialist below.

Contact: _____

Phone: _____

Your sales person will discuss the various programs that are offered to find the one that bests fits your business needs!

We look forward to serving all of your Gift & Loyalty Program needs.

Merchant Industry

718.971.5455 WWW.MerchantIndustry.com

Proudly Introduces:

GIFT & LOYALTY PROGRAMS

Would you like to Increase Sales for your Business??
Start a Gift or Loyalty Program TODAY!!

- ■ **Full Color Gift Cards**
- ■ **Turnkey packages**
- ■ **Marketing Collateral**
- ■ **Online reporting**
- ■ **Loyalty Programs**

WHAT IS A GIFT CARD?

Gift cards look like and act like a credit card, except it has _YOUR_ store logo or name.

A gift card is purchased by the customer and activated for any amount. _YOU_ collect the funds upfront and simply activate the card.

The card is pre-paid and serves as an electronic replacement for paper gift certificates.

The customer can bring the card back and use the balance toward goods or services. Cards can be reactivated and funds can be added anytime.

WHAT IS A LOYALTY CARD?

A loyalty card is designed to reward your Loyal customers. You can reward based on visits, items or dollars spent in the location.

You can also promote slower days of the week and reward customers points for visiting.

Example 1: Buy 10 get 1 FREE
Example 2: Buy XYZ product get $5.00
Example 3: Spend $200 get $10.00 on card

Loyalty programs can assist you in creating a loyal customer base.

LOYALTY PROGRAMS INCREASE SALES!!

MERCHANT BENEFITS

Increased Consumer Spending
Awareness is at an all time high! Sales can sometimes double from paper to plastic!

Powerful Promotional Tool
Merchants can use the cards as a tool to increase sales during slow days or promotions.

Increase Store Traffic
Signs and display material in your store will attract more customers wanting to buy a gift for a loved one

Promotes Customer Loyalty
Merchants can use the cards to help keep the customers coming back. Example: Buy $50.00 today and get an extra $10.00 on your card.

Great Impulse Purchase
It has been studied & proven that consumers will tend to impulse purchase if you are promoting a product at the point of sale.

Replace Paper Gift Certificate
Most all merchants selling paper Gift Certificates experience problems with tracking, reporting, fraud, duplicate use.
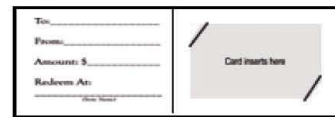
Slippage and Breakage
The BIGGEST reason to use Gift Cards is not to have to give customers CASH BACK! Balances stay on cards! **_Typically only 85% of a cards value is actually redeemed!"_**

MERCHANT MARKETING MATERIAL

Gift Card Fold-over Front   **Gift Card Fold-over Inside**

Vinyl Static Cling   **4x4 Round Sticker**

5x7 Acrylic Display   **Table Tent**

REAL TIME ONLINE REPORTS

Transaction Summary Report

OPT Demo

Company:(OP) Division: 01 Area: 01 Store: 0001

Printed: Thursday, April 10, 2003
Report Date: 04/10/2003 through - 04/10/2003

Number of Cards Issued	8	Number of Cards Added Value	14	Number of Issuances Voided	0
Amount of Cards Issued	$220.00	Amount of Cards Added Value	$155.00	$Amount of Issuances Voided	$0.00
Number of Cards Redeemed	4	Number of Cards Transferred	1	Number of Redemptions Voided	0
Amount of Cards Redeemed	$51.30	Amount of Cards Transferred	$15.00	Amount of Redemptions Voided	$0.00

INTERNET REPORTS INCLUDE:

Corporate Reconciliation Report

Corporate Averages Report

Issuance Summary Report

Redemption Summary Report

Issuance Detail Report

Redemption Detail Report

Outstanding Gift Card Balance Report

Aging/Expiration Report