

Put Your Brand to Work With FlexCache® Custom

You've invested in your brand. Now, FlexCache® Custom gift cards make it easy to leverage your brand power and acquire new customers, build loyalty and increase sales.

Gift cards are a given for today's smart businesses. But not all gift card programs are created equal. FlexCache® Custom is a turnkey gift card program with the functionality businesses need plus features and aesthetics to appeal to consumers. FlexCache® Custom stored value cards work hard as gift cards, prepaid cards, merchandise return cards, promotional cards and employee cards. And, the program integrates with most payment processing systems.

The Functionality You Need

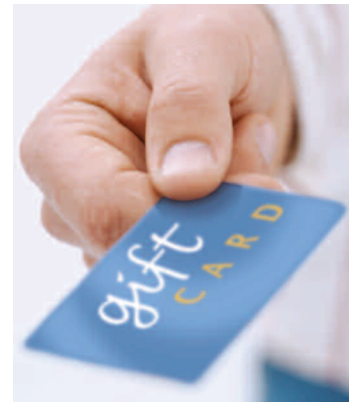
- Completely custom card design
- Low minimums: 1,000-card orders and reorders
- Turnkey implementation and 24-hour help desk
- Daily, weekly and/or monthly reporting – activity, trending & analysis reporting, research tools, optional settlement reports and data files
- Optional reloading capability, expiration dates and inactivity fees*
- Customizable card amount maximums and minimums
- Enhanced security features – PIN on card, security best practices document
- Full suite of processing options – POS, PC, Web site (multi-channel)
- Merchandise return card program to keep customer dollars in your store

The Results You Want

The most recent payments industry statistics demonstrate that:

- Customers typically spend more than the gift card value (lift)
- Some gift cards are never redeemed (breakage)
- Gift cards are effective in bringing in first-time customers
- Gift cards are efficient for merchandise returns
- Gift cards are proven to improve cash flow or (float)

* Future legislation could potentially eliminate expiration dates and/or inactivity fees.



It's No Secret

Gift cards get top marks from consumers. Annual gift card sales have topped \$35 billion¹ and are expected to hit \$70 billion soon. And studies show that people spend more on gift cards than on gift certificates. The average gift card denomination in 2004 was \$50 – twice the amount people would spend on the average gift certificate.²

¹ Ernst & Young, 2006

² Dove Consulting

Don't miss out on the gift card revolution. Contact your Representative today to find out how you can have FlexCache® Custom!

FlexCache® Custom is Easy

Our turnkey approach makes it easy for you to implement a FlexCache® Custom program. It all starts with strategic consultation to make certain you get the right program features for your business. The Program combines card creation, packaging, transaction processing, data base management, reporting and around-the-clock support in one package.

We Do the Work

Experts handle every step of your FlexCache® Custom implementation:

- Our stored value experts select your program features with you
- Our graphics team works with you to create your custom design (You also have the option to use your own design resources.)
- Our production resources produce your cards (You can also use your own vendor for production.)
- Our technology experts and systems process your FlexCache® Custom sales and provide you with reports

You Reap the Benefits

Your FlexCache® Custom gift cards put a mini-billboard in your customers' wallets. Whenever they go to pay anywhere, they are reminded of your business. As a result you'll see:

- Increased sales
- Acquire new customers
- Increased customer frequency
- Heightened customer satisfaction and loyalty
- Improved cash flow (float)
- Profits from cards that are not redeemed
- Enhanced security with POS activation

Program Specifications

Minimum FlexCache® Custom Order or Reorder: 1,000 cards



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Everything You Need to Succeed

No matter what your business, there are FlexCache® Custom card packaging materials to enhance the gift card presentation:

Three great presentation packages customized with your unique design:

Basic — A horizontal presenter with cutouts for the card to carry the gift message and card.

Deluxe Packaging Bundle — The foldover presenter complements the card design and fits neatly into a custom envelope.

Display Packaging — The custom card and presenter hang as a unit on a J-hook with custom envelope available at checkout.