

Replacing paper gift certificates is just the beginning.

Merchants of all sizes are launching profitable gift card programs every day. And the most successful are using their card systems for much more.

Now you can join the big national retailers such as Starbucks®, Barnes & Noble®, and The Home Depot® in using electronic cards to grow your sales.

We provide every ingredient necessary for you to reach your sales potential:

- Premium-quality card production
- In-store displays & merchandising
- Secure, real-time transaction processing
- Complete program activity reporting
- 24/7 toll-free customer support

Run several card programs with 1 system

- Gift Cards
- Loyalty/Reward Cards
- Prepaid Cash Cards
- Promotional Cards
- Merchandise Returns
- Electronic Coupons

Choose any Valutec package and you'll have the ability to run all card programs.



PROMOTIONAL CARD IDEA: Run a "Mystery Card" swipe-and-win campaign to drive more customers in the door for a sale or event. For example, simply pre-load a quantity of cards with \$5 of value, two cards with \$50, and one card with \$100 (set the amounts to fit your type of business). Then mail or distribute the cards with a promotional piece that invites customers to come into the store to discover how much their card is worth. Plastic cards loaded with value have been proven in the marketplace to generate significantly more response than paper discount coupons.

Got a marketing idea? Use cards to improve your results.

57% of gift card recipients spend more than the value of the card. —SVS Market Study, 2005

75% of consumers say they would like to receive a gift card as a gift.

—National Retail Federation, 2005

Gift Cards outsold paper gift certificates \$55 billion vs \$4.5 billion in 2005.

—National Retail Federation, 2005

#1 Stored Value Card Solution*

THE VALUTEC ADVANTAGE

- **Versatility** - certified compatibility with a wide variety of terminals and POS environments
- **Reliability** - market-proven data processing systems, reporting & money management
- **Customization** - complete merchandising, card design and production services
- **Expertise** - the know-how to help merchants achieve their highest sales potential
- **Data Management** - cardholder data capture and reporting for marketing & security
- **Fulfillment** - warehousing and deployment of materials for gift & loyalty card programs
- **Support** - 24/7, toll free customer service and technical support
- **R & D** - ongoing technology & product development to ensure future competitiveness

Valutec Card Solutions is a financial transaction processing company providing comprehensive electronic Stored Value, Gift and Loyalty Card services to small and middle market merchants of all industry types. *#1 ranking based on independent survey of total number of individual merchant customers as of April 30, 2005. Starbucks, Barnes & Noble, The Home Depot, are registered trademarks of those companies.

FOR MORE INFORMATION, CONTACT:

Valutec

BIG SOLUTIONS FOR SMALL MERCHANTS™

Gift Cards Loyalty Rewards

PROMOTIONAL CARDS

Gift & Loyalty Card Programs

Quick Reference Guide



STANDARD OR
Custom
Cards

Birthdays

are the top purchase occasion for gift cards... which means that now is the best time to begin a gift card program.

Merchant Benefits

INCREASED INCOME

- Gift Cards are often the most profitable square foot of selling space in the store
- Merchants report sales increases of 25% to 500% over paper gift certificates
- Customers spend more with gift cards: 56% spend more than the value on the card

MARKETING IMPACT

- Cards improve brand awareness and function as small "billboards" in customers' wallets
- Cards consistently boost the effectiveness of marketing campaigns to attract new customers
- A variety of Loyalty & Reward programs give customers a reason to keep coming back

MANAGEMENT TOOLS

- Cards may be used to issue store credit for all merchandise returns—keeps cash in store
- Detailed reporting reduces fraud & eliminates burdensome manual accounting tasks



3 WAYS TO START YOUR CARD PROGRAM

Startup Packages	Initial Package Cost	Transactions, Reporting, Support	Merchandising Materials/Displays	Transaction Allowance
JumpStart™	FREE	\$41 mo.	Incl. in package	4,000 yr.*
LaunchBox™	\$550 Standard \$750 Custom	\$37 mo.	Incl. in package	4,000 yr.*
Choice™	Costs quoted based on program size	Per-trans: \$.18 - .25 Flat monthly fee: \$39	Order standard or fully custom designs	Per-trans: unlimited Flat fee: 4,000 yr.*

* Flat monthly fee programs are based on average card sales of 500 to 1,500 cards per year per location. Transactions exceeding annual limit are billed at 15 cents each. Because of the wide range of merchant sizes, Choice Program startup costs and transaction fees are quoted individually.

GIFT & LOYALTY CARD PACKAGES

100-Card JumpStart™

- Any of 30 Standard card designs printed with your business name
- 1-pocket acrylic display
- 100 Fold-up Card Holders
- Account Setup & Training

▶ 100 Card Startup Package: **FREE**

▶ Transaction Processing, Reporting & 24/7 Toll Free Support: **\$41 per mo**



Standard card: SC0217u

Order more standard or custom card designs at any time

500-Card LaunchBox™

- Standard or Custom card design
- 2-pocket acrylic or spinner display
- 500 Fold-up Card Holders
- 2 posters, 3 table tents, 5 buttons
- Account Setup & Training

▶ Standard cards: **\$550** Custom: **\$750**

▶ Transaction Processing, Reporting & 24/7 Toll Free Support: **\$37 per mo**



Standard card: SC0012

Order more standard or custom card designs at any time

Choice™ Program

- Standard or Custom card design
- 1,000-card minimum
- Standard or Custom-designed merchandising materials
- Account Setup & Training

▶ Startup cost based on order size

▶ Transaction Processing & Reporting: **quoted based on transaction volume**



Custom card design

PRICING FOR ADDITIONAL CARDS — JUMPSTART™ & LAUNCHBOX™ PROGRAMS

Standard Card Orders

	Price
100 cards & standard holders	\$ 160
250 cards & standard holders	\$ 275
500 cards & standard holders	\$ 450
1,000 cards & standard holders	\$ 795
500 Standard card merchandising package	\$ 510

Custom Card Orders*

	Price
500 cards & standard holders	\$ 650
1,000 cards & standard holders	\$ 950
2,500 cards & standard holders	\$1,950
1,000 Custom cards merchandising package	\$ 995

*Prepress & graphics costs are included in above card pricing—\$175 value.

1 CUSTOMER INFORMATION

PLEASE PRINT ALL CONTENTS

Company Name _____ Number of locations _____

DBA Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

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Company Phone _____ Fax _____

Contact Name _____ Phone#/extension _____

Contact Email (PLEASE PRINT CLEARLY) _____

DDA Number (Voided Check Must Be Provided by Fax or Mail) _____ Routing Number _____

Credit Card # (For payment of startup costs) _____ Visa M/C Amex Expiration Date _____

VALUTEC USE ONLY

Download Record # _____

Merchant Id _____

Terminal ID _____

Location ID _____

Application ID _____

3 ACCOUNT DATA

Reseller Company Name _____ ID _____

Sales Rep Name _____ ID _____

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Sales Rep Phone _____ Ext _____

Sales Rep Email Address _____

Referral Rep Name _____ ID _____

1. Bus. Type _____

2. Email MID/TID to: _____

2 PROGRAM ORDER INFORMATION

Jumpstart Package: Gift Loyalty or Auto Rewards (100 Standard Cards & Merchandising Package)

1. No. of Jumpstart Packages Ordered _____ x \$ _____ = \$ _____

2. Flat Monthly Fee # of locations _____ x \$ _____ = \$ _____

LaunchBox Package: 500 Standard or Custom Cards & Merchandising Package

1. Gift Card Package Standard Custom Card _____ x \$ _____ = \$ _____

2. Loyalty Card Package Standard Custom Card _____ x \$ _____ = \$ _____

Choose Loyalty Program 1 Auto Rewards 2 Multiple-Levels 3 No Levels / Open Rewards

Please provide Loyalty Program details on separate Loyalty Program Setup Form.

3. Flat Monthly Fee # of locations _____ x \$ _____ = \$ _____

Choice Program: Gift Loyalty*** (check one or both)

1. Card Quantity 1,000 card minimum

Gift Cards _____ (qty)

Loyalty Cards*** _____ (qty)

***Choose Loyalty Program 1 Auto Rewards 2 Multiple-Levels 3 No Levels / Open Rewards

***Please provide Loyalty Program details on separate Loyalty Program Setup Form.

2. Set up Fees

Corporate Setup \$ _____

Location Setup \$ _____ x # of loc. _____ = \$ _____

3. Card Production

Cost per card* \$ _____

Graphic Design: \$75 per card design \$ _____

Prepress: \$100 per card design \$ _____

4. Monthly Data & Reporting

System Access (trans. fee acct only) \$ _____

Data Storage (per 1,000 records) \$ _____

5. Transaction Processing

Gift Card - per transaction \$ _____

Loyalty Card - per transaction \$ _____

Pooling (monthly ACH, if requested) \$ _____

Return ACH (NSF, invalid acct, etc) \$ _____ 50.00

Flat Monthly Fee per location* \$ _____

TOTAL SETUP COST** \$ _____

(*Shipping & handling will be added to total)

Overage Fee - per transaction \$ _____ 0.15

*Annual transaction limit per location: _____

3. Multi-location Pooling: Corporate Location

• Money Mgmt Report Only Valutec to ACH

Insurance holdback: _____% monthly

4. Billing Level Corporate Location

5. Credit Card Processor _____

6. Email reports to: Company Contact Other _____

Email (if different from Company Contact in part 1) _____

7. Web Reports Access Setup (letters and/or digits)

UserName _____

Password _____

Must have merchant email address listed in Part 1

4 EQUIP. / TECHNICAL

1. Terminal Make & Model (see certified equipment list) _____ # _____

2. Standalone, or Integrated with credit, etc.

3. PBX Access Line? yes # _____ no

4. Password for terminal functions? (1 to 6 digits)

yes (password) _____ no

5. Server / Clerk ID? yes no

6. Who will send terminals to merchant?

Reseller Valutec Pre-Existing Equipment

7. If Valutec, where are terminals to be sent? _____

5 CARD PRODUCTION INFORMATION

Standard Cards

Choose Card Design: GIFT (see product catalog) _____ LOYALTY (RC1/RC3) _____

Choose Lettering Style: Futura Helvetica Bold Impact

Snell Round Bold COPPERPLATE Bounce Script Fairfield

Choose Lettering Color: Black Red Blue Silver Gold White

Merchant Name on Card: Print clearly and attach business card if available _____

No proof provided for Standard Card production. Long names may require 2 lines on card. Card will be printed as written above. All caps not recommended for script fonts.

Choose Card Hanger: (For Jumpstart or LaunchBox packages only)

GIFT (see product catalog) _____ LOYALTY (LCH1) _____

Custom Cards 15-business-day production begins upon PROOF APPROVAL

1. Contact for Card Production: Sales Rep Merchant Other*

*Email: _____

2. Artwork:* disk CD paper artwork electronic file(s) via email

No artwork: Valutec to supply @ \$25 per image from art library

3. Card Back Verbiage: Standard Custom (please provide text along with artwork)

*EMAIL ALL ELECTRONIC ARTWORK FILES TO: artwork@valutec.net

SHIP ORDER TO: Merchant Reseller Method: Ground Overnight

Other Address _____

As indicated in the Card Processing Agreement, fees and charges will be deducted directly from the bank account indicated above via Automated Clearing House (ACH) funds transfer through the ACH bank designated by Valutec Card Solutions (VCS). Your signature below is your signature to the Merchant Setup Form Terms & Conditions and, as such, authorizes VCS to debit and credit funds to this account and acknowledges you have received and read a copy of the Card Processing Agreement and agree to the provisions thereof. Contract Term (check one): 1 year / 2 years. Annual transaction limits and surcharges apply to flat-fee programs. First billing period begins upon receipt of contract by Valutec. ATTACH VOIDED CHECK FROM DESIGNATED BANK ACCOUNT