



Features

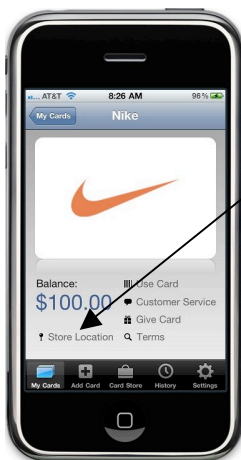
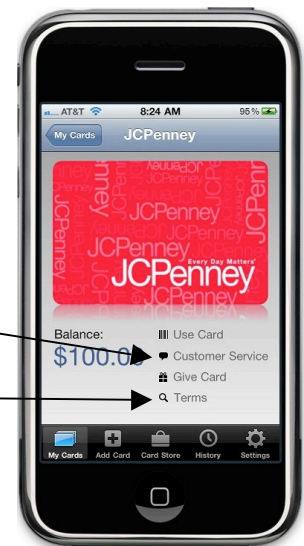


CUSTOMIZATION: The on screen design of the gift card itself can be dynamically changed to suit the gift occasion – be that an anniversary, birthday, Valentine's Day, Mother's Day and so on.

BALANCES: Clicking on or tapping the balance amount displayed allows one to easily check one's rewards balance or redemption options.

HELP: If help is needed, the user is put in touch real-time with the retailer's customer service department by just clicking on "Customer Service".

DETAILS: Terms and conditions are embedded beneath the icon at lower right so there is no need to squeeze them (illegibly) on the back of a plastic card.



STORE LOCATOR: Find the closest store for the gift card by tapping on the card image. User will be supplied the location of the closest store(s), the store phone number and even offered an option for directions.

SPENDING: To redeem the card, simply tap "Use Card" and then let the retailer scan the barcode on your phone or hand key the number sequence also displayed for those shopping online.

