



Gift Cards Deliver! – Are you missing out?

Consumers have wholeheartedly embraced gift cards. Gift cards are proven to not only boost your holiday sales but also your post holiday seasons with redemptions for full priced merchandise and increased spending levels above gift card balances. Card balance float and breakage from unused card balances provide additional return on your gift card investment. The high return on a low investment plus the variety of promotions and uses for cards means you should put this program in place before you do any other form of advertising and marketing.

Why Choose Vantage as your Gift Card service provider?

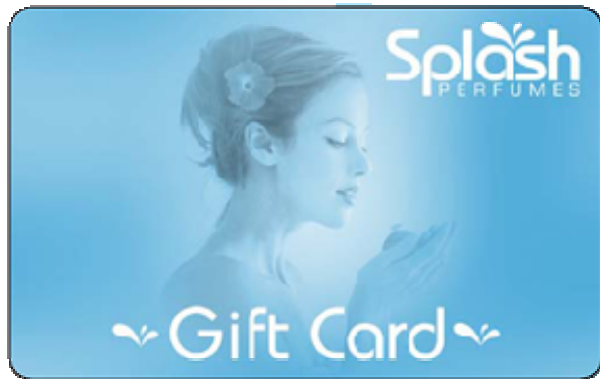
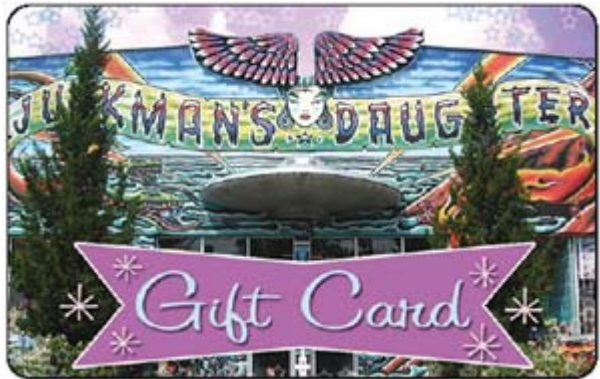
A better Value package of Price, Service, Terms, Solutions & Incentives

1. **Lower costs** start with the definition of a transaction. Avoid programs that count all transactions associated with adding value, redeeming value and balance inquiries as billable item fees. Consider the transaction costs if your customers ask for their balance prior to using the card to make a purchase. Under the Vantage program, you get FREE Balance Inquiries! Receive discount pricing on printing custom Gift Cards (even small runs of 250 cards) and free programming of your existing compatible terminal systems. And with a Vantage merchant services account you receive bundled service discounts, bringing your bottom line cost even lower.
2. **Good service** starts with research & consulting. Speak with experts about the design of your program and review both high tech and low tech solutions to accomplish your desired results. From branding your custom card program to the implementation of gift verses pre-paid marketing efforts, Vantage delivers value to help make your program successful.
3. **Better contract terms** start with an open platform. Most providers will attempt to “lock” you into their program by controlling the cards and the card mag-stripe. Once you have lots of cards outstanding, your ability to negotiate future card order costs and fees, or worse - your ability to change service providers, is limited. Vantage offers the most “open platform” system and allows you to control your mag-stripe data and to choose your card manufacturer. As always, Vantage encourages you to pay close attention to the fine print of all processing agreements. Avoid both multi-year contracts and early termination fees. The Vantage gift card program requests only a one year agreement.
4. **Turnkey solution implementation** starts with understanding your needs and existing technology infrastructure. From “show me” cards to “contactless chip” key fobs, Vantage can deliver a broad range of payment solutions. Our Secure platform is compatible with many top point of sale (POS) systems in the market today including Micros, Aloha, PC Charge and more. We support the Verifone Omni 3750 multi-application IP terminal as well as numerous other dial terminals. For multi-location merchants, our Secure platform will also accommodate both reporting and/or funds transfer between all locations issuing and accepting gift cards (for example, a card is purchased from location A and later redeemed at location B) on a daily basis.
5. **Receive a Vantage Points Bonus** when you start your program. Ten thousand (10,000) Bonus Vantage Points will be awarded to your eligible Vantage Points account when you beat the year-end rush. Plan ahead and get your program in place. Don't wait until the last minute.

As highlighted, Vantage provides a comprehensive value package of bottom line savings, better price structure, bundled service discounts, personal service and professional payment system consulting, turnkey solution implementation, no risk contract terms and Vantage Point incentives. Let Vantage help you start your gift card program today.

Thank you for your consideration. We look forward to working with you!

Restaurants Golf Courses Specialty Retail Service Providers



Gift Pre-Paid Membership Rewards Returns