



Third Party Gift Card Program





Gift Card Market Overview

- **Gift Cards are gaining popularity in the market**
 - Gift Card Mall has a growth rate of 24.5% in the United States*
 - In 2009, more than 120 million closed-loop gift cards will be issued throughout the United States*
- **Market growth is driven by:**
 - Consumer adoption of prepaid gift cards
 - Retailers desire to increase revenue by offering new products
- **Repeat consumer purchasing behavior**
 - Average consumer who plans to purchase branded gift cards during the holiday season will purchase three to four cards**

*Mercator Advisory Group, Inc 2006

**Based on NBPCA Survey "Holiday Season 2007: Network Branded Gift Card Outlook", November 2007



Gift Card Products

- Now Prepay's Third Party Gift Card Program encompasses a suite of popular retail brands including restaurants, entertainment, specialty stores, and clothing.

Retail		Entertainment	Restaurant
Bass Pro Shops	Toys R Us	AMC	Chili's
Footlocker	Sears	Blockbuster	Pizza Hut
Footlocker Kids	Sears Birthday		Red Lobster
Footlocker Ladies	Sears Blue		TGI Friday's
Home Depot	Sears Crafts		

Availability subject to card issuer approval



Retailer Approval Process

STEP 1: Fill in Gift Card Program Approval Form

- Retailers must have at least 10 store locations to be approved for the Gift Card Program
- Ensure a complete list of locations and prepaid applications are provided to Now Prepay to expedite deployment upon approval

STEP 2: Approval Process by Card Issuer

- Eligible retailers will be presented to the card issuer as a potential point of distribution. Product availability may vary by retailer. Some products may be limited due to regional distribution

STEP 3: Chain/Store is Approved

- Once approved, planograms created based upon card approvals and existing or new merchandising

STEP 4: Gift Card Program Deployed to Retailer

- Merchandising rack (if applicable) and Gift Cards are shipped to store location
- Deployment time is 5 business days from time Retailer is approved for Gift Card Program (assuming all appropriate paperwork received)
- Lead time subject to change for special orders



Gift Card Program Approval Form

 **GIFT CARD PROGRAM APPROVAL FORM**

Complete this form and send it back to Now Prepay via:
Fax: 1-888-713-7351; email: orders@nowprepay.com

Name of chain or store:	
Headquarters Location:	
Website:	
Contact Name:	E-mail:
Phone Number:	Fax:
Brief Company Description:	
In Business Since:	
Number of locations:	
Basic Geographic Location of Stores: <small>(IL, Texas, South Texas, California etc.)</small>	
Primary Industry: <small>(100, Clothing, Groceries)</small>	
Monthly Chain/Store Revenue:	
Customer Type:	<input type="checkbox"/> New <input type="checkbox"/> Existing
Have you Sold Prepaid Before?	<input type="checkbox"/> No <input type="checkbox"/> Yes: <small>(list below)</small>
Do you have merchandising for Prepaid?	<input type="checkbox"/> No <input type="checkbox"/> Yes: <input type="checkbox"/> Counter <input type="checkbox"/> Floor <input type="checkbox"/> End Cap <input type="checkbox"/> J-Hook

Thank you for your interest in our Gift Card Program. Your application will be processed and your sales representative will contact you once your application has been approved.

Should you have any questions about this program, please contact our customer service team at:

Phone: 1-888-410-2292
Fax: 1-888-713-7351
E-mail: support@nowprepay.com

For Internal Use Only:	Channel/Partner:	Sales Rep:	Date Submitted:
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Last Update: November 16, 2009

Completed forms are to be submitted to Now Prepay along with application for Prepaid Services

Store/Chain information is important for the card issuer during their product approval process

Information on existing prepaid and merchandising support helps in planogram development and ensures you have the most complete prepaid offering

Remember to include information on your Sales Organization

