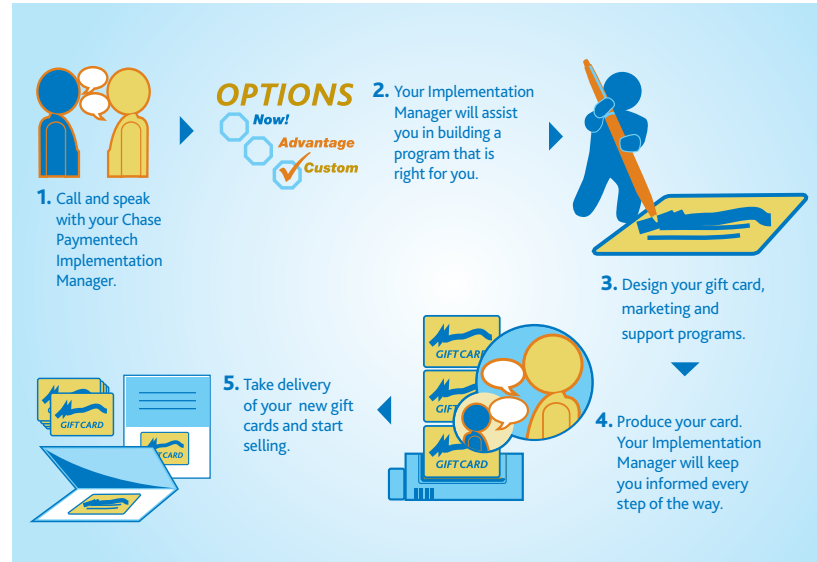


Implementation

BENEFITS AT A GLANCE

- Quick to set up and easy to maintain
- Experienced conversion from other providers
- Compatible with Chase Paymentech credit card processing terminals
- Ongoing customer service and support



Getting Your Gift Card Program Off the Ground

Executing your business' gift card program is an ongoing process. That's why the Chase Paymentech Gift Card Custom program gives you amazing flexibility, easy implementation and outstanding customer service and support after launch.

If you currently process gift cards with another payment processor, our conversion process is market tested, and has provided leading retailers and on-line commerce sites a smooth transition to their new, successful gift card programs. Plus, all Chase Paymentech clients tap into the global resources of one of the largest payment processors in the world.

Getting the Right Start; Five Steps to a Successful Gift Card Launch

1) Get Ready – Once you agree that Chase Paymentech is the right partner, you'll be assigned an Implementation Manager who will work with you to set up your program with Chase Paymentech.

If you're currently supporting an existing gift card program, we'll work with you to convert your existing gift card customer base to your new Chase Paymentech program.

And if you are already processing credit cards transactions with Chase Paymentech, conversion just got easier.* You'll use your existing point-of-sale (POS) infrastructure to issue and accept your gift cards.

2) Design Your Program – You're in complete control as a Gift Card Custom client. That's because you and your Implementation Manager will craft every aspect of your program. Customize limits, optional reloading capabilities, enhanced security measures, expiration periods and inactivity fees (where permitted). You control it all!

3) Design Your Card, Marketing and Support Programs – When you're building your brand, consistency is essential. That's why we offer you the ability to create more than just your gift card. You can choose to design your card yourself or we can design it for you. We are also available to consult with you to build a gift card marketing program.



Chase Paymentech: The Right Partner

When it comes to a gift card partner, you need the right program for your business. The right information to make good decisions. And the right support to keep the program running smoothly. You get all that and more with Chase Paymentech. When you add one of our gift card programs to your business mix, the only change you may notice is an increase in revenues.

As a global leader in payment processing and merchant acquiring, Chase Paymentech offers a consultative approach that helps today's small and emerging businesses become tomorrow's industry leaders. On the Internet or at the point of sale, our unique combination of outstanding service, innovative solutions and financial strength offers solid benefits to companies just like yours.

There's More to a Gift Card Than Giving

Gift cards can represent a significant business opportunity for any business. But have you considered ways a Chase Paymentech gift card program could benefit your business?

Try using gift cards as:

- Employee incentives
- Promotional cards
- Merchandise return cards
- Employee cards

When you do, you'll be able to offer all the perks your customers and employees demand, with all the flexibility and control you expect from your gift card program.

4) Produce Your Card – You've worked hard to establish your business' branding and identity. Chase Paymentech works just as hard to protect it. As your gift cards are in production, your Implementation Manager will be with you every step of the way. Your cards are produced by a Chase Paymentech-certified vendor at a secure production facility. There are a lot of moving parts in this phase, but your Implementation Manager is just a call or click away.

5) Take Delivery of your Cards and Start Selling – After strict quality checks, your cards and carriers are securely packed and shipped to you. Within weeks of placing your initial order, you can be ready to offer customers the flexibility of your gift card program!

The Right Answers Right When You Need Them

We have more than 20 years of experience getting businesses of all sizes up and running on our payment processing systems. When you add a Chase Paymentech gift card solution, you're supported by a team of experts to make the implementation as smooth as possible.

- Implementation Manager – Your gift card program's project manager. Works with your Account Executive and our expert training team to get your staff trained and your gift card program up and running.
- Graphic Design Team – An extension of your art department. Able to assist in the design and production of your cards and carriers.
- Marketing Team – Assistance for your Marketing operation. Works with you to develop and execute a marketing strategy that creates demand for your gift cards. Develops innovative partnerships to leverage your brand through your gift card program and extend its effectiveness.
- Relationship Manager – Your long-term contact. Stays in close contact as your gift card program gets started and is your liaison with Chase Paymentech.
- 24/7 Phone Support – Your program's troubleshooters no matter when you need assistance. The go-to people whenever you've got a question that needs a quick, accurate answer.

Make the Right Call

To learn more about Chase Paymentech's Gift Card Custom program, ask your Chase Paymentech Account Executive for more information.

www.chasepaymentechgiftcards.com

*Depending on when you executed a merchant agreement with Chase Paymentech for credit card services, you may be required to execute a new Gift Card agreement. See your Chase Paymentech representative for details.

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