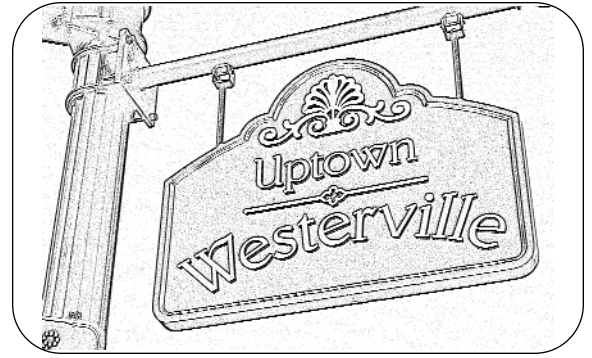


Look for the
Uptown Merchant displaying the
Gateway Sign.



Basic requirements for your business to be a part of the Uptown Gift Card program:

You will need a credit terminal that has the capability to integrate with the gift card program **or** a computer with internet access to process transactions on a "virtual" terminal. If you do not have either a credit terminal or computer, a terminal can be purchased thru Westerville-based Uptown Gift Card service-provider, Infintech.

You will need a checking account to process gift card transactions thru (all participating locations will sell and redeem gift cards).

You may choose to run these thru your existing checking account or create a dedicated account just to handle gift card transactions.

With either option you will need to consider your cash flow as the amount of gift cards sold will be swept from the account nightly while the funds for those cards sold may take a day or longer to be deposited in your account depending on the type of payment and the way your bank processes credit and check deposits.

Funds for gift cards redeemed will be processed weekly.

Complete the merchant application which is free to WUMA members and \$50 to non-members. Additional costs can include a \$10. per month fee, which can be waived. Ask for details.

Program training and set up provided.

Contact Kriss Rogers, outside.envy@sbcglobal.net or 614.895.3689 to schedule an appointment with Mark Morgan of Infintech to review your current credit terminal capabilities to be sure you

Building Customer Relationships with Gift Cards

45% of the adult population (estimated 97 million) purchased gift cards in the 2007 versus only 23% in 2002... a 96% increase in 5 years!

83% of Americans use gift cards.

A gift card program creates incremental sales with 64% of customers spending more than their card value.

The gift card program increases store traffic in the participating businesses -- 55% of gift card-holders revisit the merchant.