



Increase sales with MercuryGift card!

MercuryGift transactions are free! Check with your point-of-sale dealer or Mercury about the best gift card program for your business. Together, we bring you a variety of choices suited to every merchant's needs.

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Gift cards are the top gift choice for consumers all year long. Take advantage of Mercury's free gift card transaction processing to generate new revenue and build brand awareness.

- Free gift card transaction processing
- Free account maintenance
- Free customer care
- Free balance inquiries
- Several pre-designed Express program card choices, or design your own custom cards

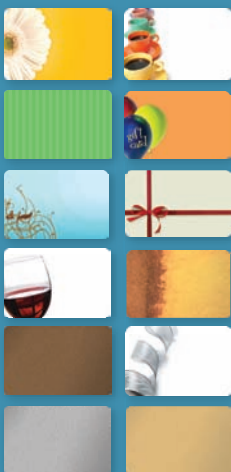


Express

The Express Program provides all the basic ingredients for gift card success: great looking cards with your logo, point-of-sale merchandising, real-time Web reporting and free gift card processing.

Choose one of several card designs, send in your logo, and you will receive your complete gift card package within a few weeks from proof approval.

Choose one of the following designs:



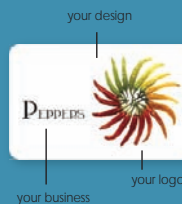
Package includes:

- 500 cards with black logo
- 500 standard presenters
- 5 table tents
- 1 acrylic display
- 1 display insert



Custom

Mercury's Custom gift cards are an affordable way to get customized gift cards. You get great looking cards that you design (Mercury can help with your design). Plus, you also get real-time Web reporting, and free gift card processing.



Gift Merchandising Options:

- Gift card presenters
- Gift card envelopes
- Gift card sleeves
- Acrylic display
- Inserts
- Table tents

MPS
MERCURY PAYMENT SYSTEMS

Please check with your point-of-sale dealer for system compatibility and pricing.

Stand-alone gift program

Sign up for our “stand-alone” gift program if you are using another payment processor with your POS or payment terminal. All the robust features of MercuryGift are available to merchants that are not using Mercury for payment processing for just \$75 per month.

Card specifications

Cards have the same dimensions as a standard credit card and are made of LoCo plastic with a PVC core. The cards are encoded on the second track of the magnetic strip with the gift card number and the CVV security data.

Already have cards?

You can use your existing cards with Mercury. Simply send 3-5 of your existing cards to Mercury to ensure compatibility. Then, provide us with a spreadsheet of your card numbers and balance information. We will transfer the cards and their existing balances to Mercury.



Think payments. Think Mercury.



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Merchants with multiple locations

Mercury's gift card programs are easy to implement and maintain for one store or an entire group. The group can be a franchise, mall or retail association. Mercury can create your gift cards so that they can be issued and redeemed at any location or so that they can only be issued from one location but redeemed at all of the locations.

Web reporting

With Mercury's powerful Web reporting, you can quickly track and reconcile multiple-location gift card activity. For example, Store A issues a card for \$50, which is redeemed at Store B. Store A owes Store B \$50. Both locations can view that transaction on Mercury's Web reports, and at the end of the month, see a summary of all cross-location activity.

Cross-store gift card reconciliation options

MercuryGift merchants have the additional convenience of Automated Clearing House network (ACH) funds transfer for cross-store gift transactions. Mercury can electronically transfer funds into and out of the appropriate bank accounts for you on a monthly basis so you don't have to think about it. Choose to establish a corporate “central pooling” account or maintain control at the store level (merchant-to-merchant).

With a corporate account, all issue and reload funds are transferred from the issuing merchant's account into the corporate gift “pooling” account. When a card is redeemed at a particular location, the funds are transferred from the corporate account to the redeeming location's bank account.

A merchant-to-merchant account is useful for individually-owned franchises. With this account, the issuing merchant claims the revenue at the time of purchase. If the card is then redeemed at another location, those funds from the issuing merchant's bank account are transferred to the redeeming location's account.

