

# DeluxeCard® Prepaid Gift Card

Customers have proven their appetite for prepaid gift cards. But many financial institutions don't want the headaches or costs of creating their own program.

The DeluxeCard® Program lets you offer this high-demand product and generate the added revenues it brings—with minimal effort, risk and investment.

- ❌ Purchase stored value gift cards from Deluxe at wholesale prices and resell the cards to consumers at retail prices right from your branch.

*Purchases of prepaid gift cards from banks will rise to 35% of the total U.S. gift card market and sales will exceed \$73 billion by 2007. – Tower Group*

GROW REVENUE

*Gift cards have proven to be an excellent way for financial institutions to extend their share of wallet and deepen the customer relationship. – American Banker, 11/05*

## Your Priorities

- Create new revenue streams
- Increase branch traffic
- Increase your share of wallet

## Key Benefits

- Turnkey program: minimal effort and investment required
- No special equipment to buy
- Co-branding options help you promote your brand

## How it Works

1. You purchase cards from Deluxe at the wholesale price and keep them in stock.
2. Customer enters the branch and asks to buy a gift card. Customer specifies design and monetary value of the card.
3. Teller loads requested value (from \$20-\$500) on the spot, using convenient Web tools, and activates the card.
4. Customer pays the bank for the card, plus a fee that you establish.

## NOTES:

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For more information, contact us at 1-888-633-5893 or contact your Deluxe Account Manager.  
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