

Finally...

An inexpensive way to attract new customers, AND keep them coming back!

The LOCAL CARD GiftTran™ Marketing System

When you become a member of our network of area merchants...



- We can drive traffic to you by remotely putting your coupon offers and other promotions onto thousands of consumers' cards and also notify them via e-mail.
- Consumers can check our website for your daily / weekly / monthly specials and activities.
- By tracking consumer buying habits, we'll be able to do a promotion to a selected demographic, e.g., those who haven't been in your business in the last 90 days. We can send them an e-mail notifying them that we have electronically placed a coupon for \$5.00 in rewards on their card and they have until a set date to use it.

Stop Throwing Away Money

on expensive marketing, newspaper, mailers and other poor result media advertising!



We can provide you with much more effective, targeted marketing at a fraction of the price. And unlike other marketing activities, you'll be able to see your return on investment by running reports that will immediately tell you how many consumers came in and got their card swiped or scanned.

Let us handle your marketing so that you can do what you do best... run your business!

Call or e-mail your sales representative below and watch your sales soar AND your bottom line grow!

Sign up today and we will give **YOUR BUSINESS** its own fully featured gift & loyalty card software program **ABSOLUTELY FREE!**

So not only will you be able to process our **LOCAL CARD** network cards, but you'll also be able to process **YOUR OWN** proprietary gift & loyalty cards too. And everything is tracked separately

Local Card USA, Incorporated
5532 Lillehammer Lane Suite 300
Park City, Utah 84098
Toll Free: 866.999.2458
Fax: 435.658.1284

Increase Your Profits CHEAPLY.

Don't spend another dime in advertising until you read this!



Are you ready to...

- Dramatically increase the quantity and quality of your customers!
- Keep your customers coming back again and again!
- Develop powerful, targeted, ongoing marketing - *that's A LOT more effective* - based on the buying habits of consumers in your area!
- Design promotions that will blow away your sales goals by knowing the demographics of consumers who respond!
- Keep your business name in front of thousands of consumers every day!
- Easily eliminate promotions that don't work and improve those that do!
- **Receive your own fully featured gift & loyalty card system for FREE!**

...say yes!

How the GiftTran™ MS Marketing Services System Works for You!

For years, marketing companies have implemented flash card systems for groups of merchants where the consumer shows the merchant their card and the merchant gives them their discount. But these systems usually fall short of expectations because there's no tracking mechanism. And without tracking, there's no feedback and no way to do effective, ongoing marketing for the participating merchants. Not until now, that is!

“With our new GiftTran™ MS Marketing Services System, you have the ability to track who did what, where and when.”

We will then use this data to provide you with the most effective, ongoing marketing any merchant has ever seen! We do this by distributing magstripe or barcoded plastic cards to thousands of consumers in your area.

These cards are able to act as “universal” loyalty cards, electronic coupon cards, promotional cards, gift cards or all the above.

We then install a small, thin-client based software program onto your existing computer(s) which, when the card is swiped or scanned, tracks the usage of each consumer's card. And the average transaction takes only 3-4 seconds. You can imagine the possibilities!



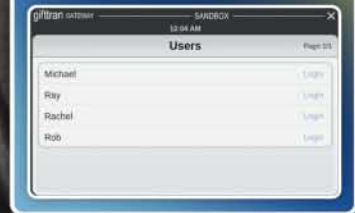
Installs directly onto your existing computer(s) or POS System!

Friendly. Intuitive. Thin.

“And the average transaction takes only 3-4 seconds. You can imagine the possibilities!”

Dramatically increase your traffic by joining our growing network of top, local merchants. Gain new customers through attractive and effective promotions. Then keep them coming back by implementing an appealing rewards program of almost any kind. Best of all, we capture your clients demographics and spending habits when they visit participating merchants or our website.

Since everything is tracked, our software gives you instant feedback to analyze the effectiveness of your electronic coupons and loyalty programs and do more of what's working and quickly eliminate what's not!



Transaction ID	Transaction Name	Checked at
Transaction: 000000	Transaction: Next	Checked at: 10:01:00 10:01 AM
Card # 101-000-1700	Customer: Thomas Jefferson	Used Value: 20% off on bowling shoes
Merchant: 000000	Value: \$5.00	
Transaction: 000000	Transaction: Next	Checked at: 10:01:00 10:01 AM
Card # 101-000-1700	Customer: Thomas Jefferson	Used Value: 20% off on bowling shoes
Merchant: 000000	Value: 1 coupon	
Transaction: 000000	Transaction: Next	Checked at: 10:01:00 10:01 AM
Card # 101-000-1700	Customer: Thomas Jefferson	Used Value: 20% off on bowling shoes
Merchant: 000000	Value: 1 coupon	
Transaction: 000000	Transaction: Next	Checked at: 10:01:00 10:01 AM
Card # 101-000-1700	Customer: Thomas Jefferson	Used Value: 20% off on bowling shoes
Merchant: 000000	Value: 1 coupon	
Transaction: 000000	Transaction: Next	Checked at: 10:01:00 10:01 AM
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GiftTran™ Activity Report