

It Pays To Switch!

We will pay up to \$250 toward any cancellation fee from your current provider or setup fee from a POS provider when switching to us for your payment processing needs.*



In addition to the \$250 to switch, we can help improve your business by offering these great benefits:

- Accept all major debit and credit cards including Visa®, MasterCard®, American Express® and Discover® Network
- Competitive pricing on transactions
- With Electronic Check Acceptance® (ECA), get instant approval and electronic deposits for check transactions
- Build customer loyalty and profit by offering gift cards
- Full-service debit/ATM transactions, e-commerce and virtual terminal applications
- Access to merchant account information through a secure and innovative Internet-based reporting tool
- 24/7 customer service

*Account must be activated by 12/15/11 to qualify. Merchant must fax proof of charge to 402-916-6210 no later than 12/30/11. Credit issued within 60 days on your merchant statement upon approval of competitor/POS charge receipt. Please include your Merchant ID, DBA name, contact name and phone number.



*Offer subject to change without notice. Some restrictions and limitations may apply. Merchant processing cost comparison based on all Merchant Services processing charges shown on a recent processor merchant statement. The up to \$250 fee credit will come in the form of a credit to your merchant account. Please allow 60 days to receive your credit. Other fees may apply. Offer may be extended, modified or discontinued at any time without notice.

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First Data Gift Cards

for Small to Mid-Sized Merchants

How Gift Cards Help Your Restaurant

- Additional revenue upon redemption from recipients spending more than the value of the card*
- Higher-margin purchases by persons redeeming the card*
- Increased foot traffic
- Improved brand exposure
- Reduced cash returns
- Interest earned from outstanding balances
- Easy online reporting
- Increased security and better reporting compared to gift certificates

Help Your Customers

- Give a gift that they love: your brand
- Spend more at your restaurant
- Experience an added convenience at your locations

Gift Cards Can Help Boost Your Bottom Line

Easy to Order, Easy to Manage

- Simple order forms
- Easy, streamlined implementation
- Intuitive point-of-sale (POS) applications mean little employee training is required

69% of gift card recipients spend more than the original value of the card, averaging an additional \$33 per card.*

* Source: First Data. 2008 U.S. Gift Card Consumer Insights Survey. November 2011.

Core Program Components

- Real-Time Transaction Processing
- Customer Support
- Comprehensive Reporting
- Fraud Prevention Capabilities.
- Plastics Production
- Franchise Settlement
- Reloadable Card Functionality

Improve Your Business Today with Three Easy Steps

1. Sign up for the program and order your gift cards.
2. Display your gift cards and promotional materials throughout your restaurant(s).
3. Realize increased revenue and loyalty from your gift card sales.

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

Call today 1-800-665-0366 or for more information visit www.firstdatapartners.com/sra/connecticut/

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Restaurant
ASSOCIATION