

SUNNYpoints

The Smarter Loyalty Solution for Local Retailers





How Does SunnyPoints Work?

Retailers - what do I get when I sign up for monthly or annual service?

1. Retailers receive one or more SunnyPoints loyalty terminals to capture in-store loyalty transactions
 - * Captures key spending information (who, when, how much, how often)
2. Retailers receive a supply of SunnyPoints loyalty cards to distribute to their customers.
 - * Cards can be accepted anywhere (local, regional, national) by any of our Retail Partners
 - * Shoppers simply tap their card to our readers to earn and redeem points, stamps, coupons, and other rewards
3. Retailers get their own, secure access to their shopper database
 - * Sales trends, customer behavior, customizable email engine
4. Customizable point, stamp, and exclusive promotion rules and settings
 - * Points or Stamps are only redeemed by individual retailers
5. Better margins - no transaction fees or revenue-share paid to SunnyPoints

Shoppers - what do I get?

1. I only have to carry one loyalty card to use at local stores that are participating SunnyPoint retailers.
 - * No more fumbling for cards through my wallet, purse, or car
2. Retailers can pre-load coupons, offers, and other specials on my SunnyPoints card.
 - * No more paper coupons, lost coupons, or other hassles when redeeming my rewards

the top five reasons to choose SUNNYPPOINTS

A Loyalty Solution Designed for Local and Independent Retailers, not big boxes

- *We only partner with Local and Independent Retailers*
- *Great customer acquisition tool - allows you to easily accept new loyal customers that are SunnyPoints shoppers at other Local Stores*
- *Affordable at \$100 per month with no hardware or software investment*
- *Can integrate with your customer email-lists to get started quickly*

A Complete, Plug and Play Solution

- *The only loyalty and customer acquisition solution that captures your in-store loyalty shopping transactions*
- *SunnyPoints loyalty terminals install in a minute and there is no integration required with your POS or Computer systems*
- *All of your shopping data at your fingertips through our Web password-protected site for individual Retailers*
- *Our email marketing engine enables you to fine-tune and easily adjust your email marketing to different types of loyalty shoppers*

Intelligently Targets Loyal and Profitable Shoppers, Not Deal Shoppers

- *Our Retail Partners control loyalty reward programs, not third-parties*
- *Real time information on how your loyal customers respond to promotions and special offers*
- *Identify and target your top shoppers by spending amount, shopping frequency, holiday purchases, and other meaningful data*
- *Better for your Bottom Line than deep-discount one-time deal programs*

Automated, easy to use, and time-saving

- *No training required*
- *No more data entry, paperwork, or time-consuming email lists to manage*
- *No long term commitment required: available as a monthly or annual service*

Shoppers love SunnyPoints

- *Customers only need to carry one loyalty card for all of their shopping at local retailers*
- *Single web-site to view all of their point balances and information on their favorite local retailers*
- *Our smart Near Field Communications technology will allow shoppers to use their mobile phones in the near future*

*For more information or to request a demo, email us at tellmemore@sunnypoints.net, call us at 919-539-4697
or visit us at www.sunnypoints.net*