



5 September 2007

**SHOP SCAN SAVE® LAUNCHES WITH PRODUCTS FROM WITH COCA-COLA,
DANONE WATER AND NESTLÉ**

On 5th September, SHOP SCAN SAVE launches with major consumer product offers at PayPoint outlets across the UK. Coca Cola with Orange, Volvic Revive Berry Blast and Volvic Revive Citrus Kick will feature in the initial campaigns. Customers registered with SHOP SCAN SAVE will receive regular text messages offering money off mobile coupons, allowing them to save money on a wide variety of purchases. Early customers will receive a large discount on Nestlé Polo Mints as a welcome from SHOP SCAN SAVE.

SHOP SCAN SAVE is the first uniquely mobile-based loyalty scheme to be launched nationally. It will enable retailers to benefit from coupon schemes without the hassle of collecting paper vouchers or having to wait weeks to re-coup their money. PayPoint retailers process the mobile coupons via the PayPoint terminal and then PayPoint automatically credits their bank accounts.

SHOP SCAN SAVE is an innovative retail solution that binds together mobile phone technology, terminal and EPoS payment systems, so consumers can receive money saving deals by text message, as an alternative to searching for and clipping paper coupons.

Shoppers join SHOP SCAN SAVE by texting "SAVE" to shortcode 62111. Following a simple registration process in which no personal information is requested, a unique membership ID is sent to their mobile phone. The membership ID is then scanned by the PayPoint terminal scanner at the counter to automatically trigger relevant shopping



basket discounts. SHOP SCAN SAVE members receive increasingly personalised mobile coupon offers based on their redemption history.

Mike Igoe, PayPoint's Retail Director commented on the launch: "We're delighted to be launching SHOP SCAN SAVE with such well-known and well respected brands as Coca-Cola and Volvic. PayPoint continues to pride itself on being behind the UK's first nationwide scheme that uses mobile barcode technology to deliver targeted shopping discounts to consumers. SHOP SCAN SAVE looks set to increase traffic into PayPoint outlets and to take away the burden of paper based coupon redemption."

Marc Lewis, Founder and Chairman of The Light Agency and creator of the SHOP SCAN SAVE technology said: "SHOP SCAN SAVE offers brands and retailers an exciting new channel to talk to consumers. Consumers benefit by personalised, real-time deals that save money on their shopping and are delivered straight to their mobile phone. Having a nationwide presence through the PayPoint network provides SHOP SCAN SAVE a huge potential to change the way the UK shops."

- Ends -

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Notes to Editors

PayPoint is the leading cash and internet payments company in the UK and Ireland, handling in excess of £5 billion in over 400 million transactions annually for more than 5,000 clients and merchants. The company operates with several significant payment streams:

- The PayPoint branded retail network numbers over 18,500 terminals located in local shops (including Co-op, Spar, Costcutter, Sainsbury's Local, One Stop, Londis and thousands of independents) in all parts of the UK and Ireland. Terminals handle gas and electricity meter prepayments, cash bill payments, mobile phone top-ups, transport tickets, London Congestion Charges, BBC TV licences and a wide variety of other payment types for all of the leading utilities, telecommunications suppliers and many consumer service companies. This network is used by consumers, free of charge, over 7 million times a week. The network has 97.3% population cover on a 1 mile urban or 5 miles rural measure;
- Additional multiple retailer connections into the electronic till systems of nearly 4,000 outlets including BP, Somerfield and Superdrug for mobile top-ups and selected payments from the PayPoint range;
- The PayPoint ATM network has 1,979 'LINK' branded machines across the UK, also typically in convenience stores;
- PayPoint Internet Payment Services (PIPS), trading as Metacharge and SECPay, provides secure credit and debit card payments for over 4,000 web merchants linking into all the major UK acquiring banks; and
- PayPoint International has recently acquired a Romanian mobile top-up operator to which a bill payment service will be added, emulating the UK branded retail network. PayPoint International also operates Irish bill payment and top-up services.

PayPoint floated on the London Stock Exchange in September 2004. The company's market capitalisation at 25 March 2007 was £464 million. PayPoint has been awarded the Queen's Award for Enterprise and is widely recognised for its leadership in prepayment systems, smart technology and consumer service.

SHOP SCAN SAVE/The Light Agency

- The SHOP SCAN SAVE service is powered by the multi-award winning technology platform M BAR GO®



- M BAR GO® has won a number of industry accolades and awards including: Real Business/O2 50 to Watch in Mobile 2007, Red Herring 100 Europe 2006, EPoS Innovation of the Year and Grand Prix (Retail Systems 2006) and Most Innovative Digital Business (Revolution Awards 2006).
- M BAR GO® has been created by The Light Agency. It is the brainchild of Marc Lewis, Founder and Chairman. Marc's passion is finding new ways to do things using technology. A self-confessed techie-geek, he has a particular interest in mobile technology.