



Capture Resource Unveils New Gift Card and Loyalty Kiosk Capabilities at KioskCom's Self-Service Expo

New Kiosks Generate and Dispense Personalized or Pre-Printed Loyalty and Gift Cards

BRISTOL, PA – (October 07, 2008) – Capture Resource, the leader in integrated rewards program solutions and technologies, today announced that it will introduce two new kiosk features at the the KioskCom Self-Service Expo in New York's Jacob Javits Center October 15-16.

The first is the latest release of the Reward and Gift Card kiosk – a combination loyalty enrollment and gift card solution. As in the previous version of the kiosk, the customer can purchase and receive custom gift cards, printed on-demand and personalized with to and from spaces for names as well as dozens of choices in graphics for birthdays, holidays, etc. The new release of the kiosk also includes the option for loyalty program enrollment by adding the company's Rapid Enroll software application. The customer can now enroll in the client's loyalty program and receive a loyalty card printed on the spot with his name on front and the card number and barcode on the back as well as purchase a gift card.

Capture Resource's second new kiosk capability is for the popular Rapid Enroll Kiosk, which offers loyalty enrollment in a small counter, pedestal or wall mounted unit with a integrated bar code scanner. Once the customer completes the electronic enrolment, the store associate scans the bar code on the new card and presents it to the customer. The newest feature for Rapid Enroll is a dual card dispenser side-car unit that dispenses pre-printed cards. Customers at the end of the enrollment process will chose to receive either a CR-80 (wallet) card or dual keytags. As the card or keytags are dispensed, the barcode on the back of the card is scanned and the card number is appended to the enrollment information.

Rapid Enroll fully automates the enrollment process. Instead of the associate scanning a card, the customer completes the electronic enrollment process – no associate assistance is required. To save time, both kiosks use reverse phone append to populate address information if the customer chooses to enter his phone number, or he can enter his information manually. The system also conducts data cleansing on each record for a more accurate database. The Rapid Enroll system has provided over a dozen clients with over 20,000 enrollments processed, significant improvements in processing turnaround time and the quality of their data, with mailable address rates improving up to 98%.

Further, the electronic Rapid Enroll system saves significant time over paper-based applications, and clients can know their new customers within a day instead of weeks. Cost for electronic enrollments have also proven lower than paper-based programs.

Each kiosk requires just an internet connection and a power outlet - no point of sale integration is required.

"These new capabilities for our kiosk-based enrollment applications now move the loyalty program enrollment process to a full self-service application, eliminating associate time and intervention," said Jeff Grider, President & CEO, Capture Resource. "It also holds the potential for clients to reduce loyalty program costs by offering customers a choice of either a standard wallet card or dual keytags instead of the more expensive combination card. In addition, by adding the



enrollment application to the Gift Card Kiosk, customers receive a personalized loyalty program card with their name and other optional information printed on the card.”

The Reward and Gift Card Kiosk and the Rapid Enroll Kiosk were both developed in 2007 by Capture Resource, which helps businesses manage loyalty and rewards marketing programs with the latest technologies and solutions, including its kiosks for enrollment and card generation, as well as a full range of database management and card supply services.

About Capture Resource

Capture Resource (www.captureresource.com) provides the most efficient and secure technologies for customer acquisition and loyalty, managing databases of over 160 million members for clients, which include over 100 retail, financial services and healthcare companies. We are also one of the industry’s oldest and most trusted partners for secure document and data processing services. Our Rewards Program Solutions (RPS™) platform manages enrollments via paper, kiosk or online and provides extensive database services. Self-service kiosks speed enrollment and provide custom print-on-demand cards for loyalty and gift card programs. We also offer traditional card and supply design, production, warehousing & fulfillment. Our Document Services Outsourcing division includes back-office functions such as high-volume mail processing, data entry, scanning, and flexible data output, with a combined offshore – domestic model that ensures unparalleled accuracy, timeliness, privacy and value.

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