



## **Capture Resource Partners with Fresh Grocer to Launch Fresh Rewards Program**

### *Rapid Enroll Kiosks Enable Electronic Member Conversion and New Member Enrollment*

**BRISTOL, PA** – (December 11, 2008) – Capture Resource, the leader in integrated rewards program services and technologies, today announced that it has partnered with The Fresh Grocer to enroll members electronically in their Fresh Rewards Program. Program members receive special benefits and discounts when they use their Fresh Rewards card as well as special promotions via mail and email when they opt-in during enrollment.

Capture Resource has implemented three internet-based Rapid Enroll kiosks in eight Fresh Grocer stores in the greater Philadelphia area. The kiosks facilitate enrollments in the program, and they also convert members with the current loyalty cards to the new Fresh Rewards magnetic stripe cards. The Rapid Enroll electronic enrollment process eliminates paper-based enrollments, allows self-service customer program conversion in less than a minute, and automates linking of current and new card numbers via householding.

Capture Resource is also providing seamless web hosting and fulfillment for online enrollments as well as cards for the program. Future plans for the Fresh Rewards program include the ability to send tailored coupons to customers based on the preferences they enter during enrollment. The kiosk content can be easily updated to accommodate the program's evolution.

Replacing the traditional paper-based enrollment process which is time consuming and error-prone, the sleek Rapid Enroll kiosks facilitate simple, efficient electronic loyalty program sign-up. To enroll, a customer needs only to enter a phone number and second identifier such as the first three letters of the last name. The back-end technology then automatically populates address information. The customer can also enter his or her information manually.

The system then cleanses profile data against existing databases and automatically corrects any errors. The result is a more accurate loyalty program database that requires less time and money to process than paper based applications. The installation of Rapid Enroll is flexible and simple for retailers. To get started, all they need is an internet connection and a power outlet - no point of sale integration is required.

"A major benefit of Rapid Enroll is that it facilitates electronic program conversion and enrollment all via a self-service application. Traditional loyalty program conversions via paper to new cards across the entire base of existing card holders can be a daunting task prone to error and duplicated consumer records," said Jeff Grider, President & CEO, Capture Resource.

"Conversion via Rapid Enroll streamlines the process, and our clients know their new customers within a day instead of weeks. In addition, the associated enrollment costs are actually lowered when they use the kiosks."

We are committed to electronic enrollment for the Fresh Rewards Program because we can eliminate paper applications entirely and make the process easier for our staff and customers," said Grant McLoughlin, Executive Vice President at the Fresh Grocer, "The Rapid Enroll kiosks are also the easiest way we found to simplify conversion to new cards for our customers while ensuring that the integrity of our database is maintained."



Rapid Enroll was 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](http://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.

### **About The Fresh Grocer**

The Fresh Grocer organization ([www.thefreshgrocer.com](http://www.thefreshgrocer.com)) is an accomplished grocer providing high quality perishables in an urban environment with 8 stores operating in the Greater Philadelphia area. The Fresh Grocer is committed to understanding the needs, tastes and heritages of the communities in which their stores are located, and makes it a priority to offer an assortment of products and services to meet those various needs. They have a commitment to providing customers with great service, and offering restaurant-quality take home meals and high quality perishables at the best in market pricing. They also pride themselves in operating clean and sanitary facilities and exceeding industry standards for food handling practices in all locations. The Fresh Grocer is an Equal Opportunity Employer and is always looking for motivated, energetic people to join their team.

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### **MEDIA CONTACTS:**

#### **Capture Resource**

Katherine Hatch  
415-867-5285  
khatch@captureresource.com

#### **The Fresh Grocer**

Carly Spross  
610-622-1520  
cspross@drexeline.com