



Capture Resource's Rapid Enroll Kiosk Adopted by Three Penn Traffic Stores in New York State

Electronic sign up capability streamlines issuance of Wild Card Savings Club Cards

BRISTOL, PA – (June 18, 2008) – Capture Resource, the leader in integrated rewards program solutions and technologies, today announced that Penn Traffic, a leading food retailer in the eastern U.S., has implemented internet-based Rapid Enroll kiosks at three of its P&C banner locations to facilitate shopper enrollments for the P&C Wild Card Savings Card. The P&C stores in NY are in the towns of Baldwinsville, Cazenovia and Fayetteville.

The sleek in-store kiosk facilitates simple and efficient electronic loyalty program sign-up. To join a retailers' loyalty program, a shopper 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 shopper 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 a retailer needs is an internet connection and a power outlet - no point of sale integration is required.

"One of the benefits of Rapid Enroll is that it can be customized to leverage custom loyalty program features for each client," said Jeff Grider, President & CEO, Capture Resource. "These capabilities - combined with lowered enrollment costs and the ability for our clients to know their new customers within a day - makes this a compelling and revolutionary solution."

"New applications can now be accomplished in minutes." said Terry Kushner, VP of Advertising & Marketing at Penn Traffic, "Our customers are our number one priority, and Rapid Enroll enables us to provide them with a convenient, time-saving and accurate application process."

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) 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 Penn Traffic

The Penn Traffic Company (www.penntraffic.com), headquartered in Syracuse, N.Y., operates or supplies more than 220 supermarkets in Upstate New York, Pennsylvania, Vermont and New Hampshire. Penn Traffic's retail food business includes corporate-owned stores with the P&C, Quality and BiLo banners, and its wholesale food distribution business supplies independently operated supermarkets and other wholesale accounts.

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