

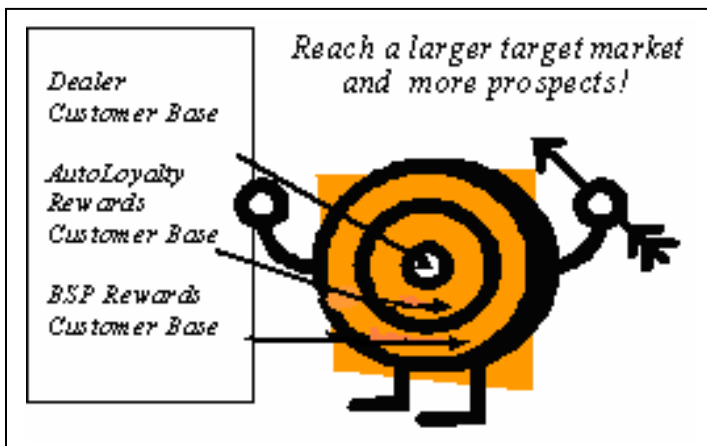


Comparison Chart Of Closed Loop Vs. Open Loop Rewards Programs

(A closed loop program is for your customers/products/services only. An open loop opens your program to more people and added benefits)

Features/Benefits You Receive	 <i>Private Branded For Your Dealership</i>		CLOSED LOOP PROGRAM
Branded Program For Your Company	YES	NO	YES
Receive Redemption Profit On Redemption Others Paid For	YES	NO	NO
FREE Marketing To A NEW Universe Of Non-customers	YES	NO	NO
Attract Outside Customers Looking For Merchants Who Give/Redeem Points They Are Earning	YES <i>To spend those points with you</i>	NO	NO
Branded FREE Continuous Viral Marketing With Every Purchase From Every Merchant (with your custom message)	YES <i>To view your specials and promotions</i>	NO	NO
Branded FREE e- News Letters To All Of Your Customers	YES	NO	NO
Broad Based Customer Appeal With Rewards From Famous Merchants They Know And Shop With	YES	NO	NO
Members Spend Points Like Cash FOR UNLIMITED REDEMPTION CHOICES	YES	NO	NO
Individual Tracking of Your Members Outside Spending	YES	NO	NO
Individual Member Rewards Pages To Drive Traffic To Your Website	YES	NO	NO
Revenue Generating	Redemptions	Straight Cost	Straight Cost
Have To Carry Points As A Liability	NO	NA	YES

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- 🍎 Customers join free and earn rewards from the dealer AND their favorite merchants.
- 🍎 Clean balance sheet. No points to carry as a liability.
- 🍎 Customers can spend the points at your dealership **that the other merchants paid for.**
- 🍎 Dealers increase sales and retention by offering broad usage rewards to existing and new customers **creating customers for life!**