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Blockbuster fast forwards to success with mobile phone voucher scheme

LONDON, 15 April 2010 – Commidea, the card payment solution provider and Eagle Eye Solutions, the market leader in mobile phone voucher issuance and redemption today announced their joint deployment of a complete mobile voucher redemption solution across Blockbusters' UK stores.

The deployment allows Blockbuster UK to send text messages to its customers containing unique codes and information about promotional offers, such as DVD rental and food packages. When customers show the text message to Blockbuster UK staff, they authenticate the coupon by entering the unique voucher code into Commidea's new Ocius Vx810 Duet Chip & PIN terminal.

Blockbuster UK customers opt into the scheme by sending a text message. The mobile phone vouchers provide Blockbuster UK with valuable insight into members' buying behaviour, as each unique code is fully traceable. The entertainment chain will be able to see whether a particular voucher was used and, if so, when and where it was redeemed. By gathering this information, Blockbuster UK will be better able to target its customers with relevant offers, which will help to increase overall sales.

"It makes better business sense to use mobile phones as the medium to issue promotional vouchers, rather than the paper alternative," said Bryn Owen, Head of Marketing, of Blockbuster UK. "Our staff don't feel the pressure of checking the validity of vouchers. The Chip & PIN machine does it all for them, meaning the risk of mal-redemption is removed. It is fantastic that we can use this technology through our existing infrastructure with minimal cost and effort."

"Retailers across the UK are realising the return on investment that mobile voucher schemes bring through increased customer loyalty, footfall and revenues," said Stephen Rothwell, CEO of Eagle Eye Solutions. "We are very excited about adding Blockbuster UK to our portfolio of high street retailers who are using our patented mobile voucher solution."

“Our partnership with Eagle Eye Solutions allows us to easily add functionality to our Chip & PIN terminals, which are already in place in many outlets on high street,” said Ian Rutland, Marketing and Communications Director for Commidea. “Our joint proposition enables voucher redemption as well as credit and debit card transactions.”

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Notes to Editors

About Commidea and Point International

Commidea is part of the Point International Group of companies. Point is the leading European provider of electronic payment solutions and supports over 300,000 customers in the Nordic, Baltics and the UK through the provision of innovative and secure card payment solutions. Every day more than 7 million secure card transactions are handled through Point solutions. The Group manage more than 400,000 payment devices and customers range from large high street retail names to small independents, award winning e-commerce sites and many leading mail order companies. The Group is present in the UK, Denmark, Finland, Norway, Sweden, Iceland, Latvia, Estonia and Lithuania with and employs over 500 staff.

Commidea has built a reputation for reliability, innovation and excellence and has developed Ocius, a Chip & PIN solution which is pre-certified by the banking community that has set new standards within the industry. Ocius Sentinel, is the first UK certified solution to offer complete end-to-end encryption enabling fast and secure processing.

Working with a network of business partners throughout the UK, Commidea delivers a managed, PCI DSS compliant, multi-channel payment solution to all sizes of business. Commidea also supports many of the country's leading specialist distributors and system integrators.

www.commidea.com and www.pointinternaional.com

About Eagle Eye Solutions

Eagle Eye Solutions was established in 2003 to take advantage of the new commercial opportunities presented by the saturation of mobile telephones both in the UK and globally.

Working with the likes of IBM and MasterCard, Eagle Eye Solutions' skill in designing, developing and implementing mobile based, retail solutions for both B2B and B2C audiences has helped it to become one of the leading suppliers of in the field of electronic voucher redemption technology.

Eagle Eye Solutions' Patented technology has been utilised and proven to be successful in services operated for Harveys Furniture Stores, Comet, Oasis and many more making Eagle Eye Solutions the market leader in this field.

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www.eagleeyesolutions.co.uk

About Blockbuster UK

www.blockbuster.co.uk