



Transaction Network Services

Reward partners with TNS to offer cardless reward programme

Reward, Europe's largest sports loyalty company, is working with Transaction Network Services (TNS) UK Ltd, to expand its successful cardless loyalty programme allowing all acquiring banks and their merchants to participate. TNS' technology enables consumers to take part in the cardless reward scheme as transaction information is automatically collected at the point of sale.

Using TNS' market-leading technology, Reward is notified when a registered card is used in any participating retail partner, which currently includes a range of leading retailers such as the Arcadia Group, Cineworld, Superdrug and The Dixon Store Group. A number of local retailers are also involved in the scheme, which will benefit smaller, regional clubs. The points given to the customer can then be exchanged at affiliated sports clubs for unique experiences and club memorabilia.

"The new Reward programme takes advantage of the growing interest in flexible loyalty schemes, and enables banks and retailers to respond to a growing demand," comments Gavin Dein, founder and CEO, Reward. "TNS was the obvious choice to work with. In addition to the technology, they have the strong relationships with the acquiring banks and the retail expertise that are needed to make the programme successful. What is great about the scheme is its simplicity. It takes no time to register a credit or debit card, but the rewards available are exceptional and really help to make sport, particularly football, more affordable."

Alan Stephenson-Brown, business development director at TNS adds, "We are delighted to be involved with such an innovative programme. The solution we provide means that Reward is able to offer a cardless system that makes the whole programme easier for retailers and supporters alike. There is no delay at the tills where a second card has to be swiped, and members don't need to carry around a separate card to collect points."

Reward will be expanding the programme in the coming months, allowing members to choose to make a donation to their favourite charities with the discount they receive from shopping with participating retailers.

About Reward

Reward is Europe's largest sports loyalty company offering reward programmes to affinity groups and clubs of all sizes free of charge. Using a unique success based model and the Cardless Reward Technology, Reward has become an industry innovator. Reward operates a loyalty department for every affinity group and manages all aspects of the programme from registration and communication to retail management and redemption delivery.

Reward investors include the Dein family, ID Data Plc, the producers of the Nectar and Tesco cards, Vincent Tchenguiz's Concensus Business Group and Venture capital firm Living Capital. For further information about Reward, please visit www.reward.tv

About TNS

Transaction Network Services is one of the leading providers of business-critical, cost-effective data communications services for transaction-oriented applications. TNS provides rapid, reliable and secure transaction delivery platforms to enable transaction authorisation and processing across several vertical markets and trading communities.

Since its inception in 1990, TNS has designed and implemented multiple data networks, each designed specifically for the transport of transaction-oriented data. TNS networks support a variety of widely accepted communications protocols and are designed to be scalable and accessible by multiple methods. TNS network technologies have been deployed in the United States and internationally, and TNS networks have become preferred networks servicing the trading community, wireless and wireline carriers, and the card processing and dial-up automated teller machine markets. For further information about TNS transaction solutions, please refer to www.tns-international.com

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The statements and information contained in this press release that are not descriptions of historical fact may contain forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond TNS' control, which could cause actual results to differ materially from historical results or performance and from any opinions or statements expressed with respect to future periods. TNS disclaims any obligation to update or correct any forward-looking statements made herein due to the occurrence of events after the issuance of this press release.

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