

CardLinx Announces New Members Including Samsung Card, General Mills, Under Armour, Go Daddy and FIS

New companies join existing members Microsoft, Facebook, Bank of America, MasterCard and Discover

SAN FRANCISCO — Jan. 7th, 2015 — The CardLinx Association today announced the addition of several new members including Samsung Card, General Mills, Under Armour, Go Daddy and FIS. These new members reflect the expanding eco-system of the card-linking industry. Card-linking now includes mobile wallets and consumer packaged goods companies in addition to retailers, payments companies and digital advertising platforms. In 2015, merchants representing over \$1.3 trillion in annual sales either attended CardLinx conferences or used card-linked marketing.

Card-linking enables consumers to receive discounts and loyalty benefits by linking their credit or debit cards to mobile apps, digital coupons, loyalty programs or mobile wallets. When consumers pay with the registered payment card or mobile phone, the discount or benefit is provided at the point-of-sale without the need to present a paper coupon, promo code or QR code. Retailers, merchants and consumer packaged goods companies benefit because they can personalize digital ads and also attribute on-line ads to in-store purchases.

“Our members are drawn to CardLinx because of our collaborative, multi-industry conferences, standards work groups and digital marketing best-practices” said CardLinx President and CEO, Silvio Tavares. “Card-linking has firmly established itself as an essential capability for frictionless digital commerce.”

In addition to its new members, CardLinx also announced the 2016 CardLinx Global Collaboration Forum series including forums in San Francisco, New York, Toronto, London and Seoul. The first 2016 CardLinx Digital Commerce Forum is being held on February 9th, 2016 in San Francisco, where card-linking innovation is accelerating most rapidly. Keynotes include presentations from Facebook, MasterCard and Discover. To register, go to: <http://cardlinx.org/digital-commerce-forum>

Other prominent CardLinx Association member companies include Microsoft, Facebook, Bank of America, MasterCard, Discover and First Data. Membership in The CardLinx Association is open to all merchants, financial institutions, digital publishers, advertisers, payment networks and offer technology companies. Companies interested in joining the association should visit

<http://www.cardlinx.org>.

About The CardLinx Association

The mission of the non-profit CardLinx Association is to establish increased interoperability, eliminate friction and promote the growth of the card-linked industry. On behalf of its members, the Association develops and institutes common standards and industry services to minimize and eliminate friction in the sourcing, serving, publishing, redeeming, and cross syndicating of card-linked offers and loyalty programs. Founding members of The CardLinx Association include Microsoft Corp., Bank of America, MasterCard, Discover, Facebook, First Data Corp., Linkable Networks Inc., Living Social, and Affinity Solutions. For more information visit www.cardlinx.org.

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