



The CardLinx™ Association

Press Release

CARDLINX™ CEO TO PRESENT AT GOLDMAN SACHS EUROPEAN PAYMENTS CONFERENCE

SAN FRANCISCO, May 28, 2014—Silvio Tavares, The President and CEO of The CardLinx Association and executives from member companies will conduct a panel discussion at the Goldman Sachs Second Annual European Payments Conference in London on June 18, 2014.

Panel presenters for the session entitled “Next Generation Commerce” at 11:30 GMT include:

- The CardLinx Association, President and CEO, Silvio Tavares
- Coupons.com, Senior Vice President and Head of Products, Bruce Sattley
- First Data, Senior Vice President of Innovation, Dominic Morea

The conference will bring together top executives from leading companies in the global payments industry. The participation of CardLinx in this European conference coincides with its increased activities in the largest global markets for card-linked offers. The association’s charter meeting of the CardLinx European Council will take place the following day, also in London.

To learn more about The CardLinx Association visit www.cardlinx.org or follow CardLinx on [Twitter](#) or [Facebook](#).

About The CardLinx Association:

The CardLinx Association, cardlinx.org, is the leading association for the card-linked offer industry. The nonprofit group brings together leading merchants, digital publishers, payment networks, and banks—including MasterCard, Discover, Microsoft, Facebook, PayPal, and First Data, among others—to develop industry standards that eliminate friction for consumers and merchants. CardLinx members, serve or represent over 6 million merchants, have issued over 1.9 billion payment cards, and serve consumers with over 200 million card-enabled accounts and over 700 million active daily users.

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