

CardLinx Announces New Members Including Chevron, Hilton Worldwide, Airbnb, Shop Your Way Rewards, Verifone and Sumitomo Mitsui Card Company

New October Forum on the "Internet of Commerce Things" Unveiled for Silicon Valley

SAN FRANCISCO — Aug. 2nd, 2016 — The CardLinx Association today announced the addition of several new members including leading merchants Chevron, Hilton Worldwide, Airbnb and Shop Your Way Rewards. Other new members from the payment sector include Verifone and Sumitomo Mitsui Card Company (Japan). These companies reflect the accelerated international growth of card-linking as well as the increasing breadth of industry participation. Additional new members include: Meniga (Iceland), Digimatch (Norway), CO-OP Financial Services, Team National, Azigo and Trendbrew. These new members join existing CardLinx member companies including Microsoft, Facebook, Samsung Card, MasterCard and American Express, among others.

Once only associated with coupons and offers, card-linking has moved beyond mere real-time discounts to brand building and consumer loyalty engagement through mobile phones and other internet connected devices. CMOs of large merchants are increasingly discovering the unique ability of card-linking to customize offers, target and attribute customers while engaging them at the physical point-of-sale.

“Merchants and retailers are re-inventing commerce using digital channels like mobile. So it comes as no surprise that so many pioneering global commerce companies have joined the card-linking movement,” said CardLinx President and CEO, Silvio Tavares. “The inaugural CardLinx Asia Forum held in Seoul this April was standing room only. We are excited to continue that momentum at The Internet of Commerce Things Forum in

Silicon Valley on October 13th."

CardLinx also announced its Silicon Valley forum scheduled for October 13, 2016. Keynote speakers include senior executives from Samsung Pay, MasterCard, FIS and more. The forum is titled "The Internet of Commerce Things" and will be held at the Hyatt Regency San Francisco Airport in Burlingame, California. The Internet of Commerce Things (IoCT) has grown far beyond just mobile phones to encompass wearables and everyday objects that have embedded payment and offer capabilities including watches, clothes, virtual reality goggles, home appliances and even cars. The technology that powers the IoCT cloud is card-linking. To find out more register at: <http://bit.ly/CLXiOct16>

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 increase 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 and First Data Corp. For more information visit www.cardlinx.org.