



## The CardLinx™ Association

### PRESS RELEASE

#### **CARDLINX CEO AND MEMBERS TO PRESENT AT KBW PAYMENTS SYMPOSIUM** *Affinity Solutions, Cardlytics and Living Social Share Insights on Growing Card Linked Industry*

SAN FRANCISCO, January 31, 2014 — The [CardLinx Association](#), the association that facilitates the interoperability and growth of the card-linked offers industry, will share insights on this rapidly growing sector at the Keefe, Bruyette & Woods' annual Cards, Payments and Financial Technology Symposium on February 10 in New York City.

Silvio Tavares, CardLinx President and founding CEO, will lead a session titled, “Card Linked Offers- The Next Big Opportunity in Payments” taking place from 12:10-1:30 pm PT. The panel will feature the following industry leaders:

- John Bax, CFO Living Social
- Jim Morgan, CFO CardLytics
- Jonathan Silver, CEO Affinity Solutions

Card linked offers stand at the unique intersection of the payments, social media, advertising and retail industries. As the “offers” space has become more popular, consumers have often found it cumbersome to take advantage of the variety and amount of deals available. Card-linked offers help solve that problem by giving merchants and advertisers the ability to deliver an offer or deal to consumers via their credit, debit or other payment cards without having to use a paper coupon, voucher or promotion code.

Tweet this: “CEO of @CardLinxAssoc to present with @LivingSocial, @CardLytics & @AffinitySolutns on card linked offers in NYC <http://bit.ly/1n1Lu3w>”

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

#### **About The CardLinx Association:**

The CardLinx Association, [cardlinx.org](http://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 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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