CardLinx Launches Global Forums to Promote Interoperability Collaboration in the Payments and Digital Advertising Industries

Microsoft, MasterCard, Facebook, and Bank of America Executives to Lead The 2015 CardLinx Forum Series

SAN FRANCISCO--(BUSINESS WIRE)-- The CardLinx Association, the leading global organization promoting card-linked interoperability and standards, will launch The 2015 CardLinx Forum Series on February 24 in San Francisco. Executives from payments, mobile advertising, and digital commerce companies will address innovation and collaboration in card-linking—the rapidly growing advertising channel that delivers a reward or discount to a consumer's payment card for automatic paperless redemption, without any codes or coupons.

As momentum in card-linked offers grows with advancements in payments and digital commerce, industry leaders are coming together to transform consumer and merchant experiences across the globe. Each forum in the series will focus on a dynamic area in card-linked offers. The highly interactive format will promote partnerships and include keynote presentations and panel discussions with executives from Microsoft, MasterCard, Facebook, Bank of America, Cox Target Media, Facebook, and FICO among others. The series is scheduled over four dates and cities:

- Mobile Card-Linked Forum, February 24 – San Francisco
- From Search to In-Store Purchase: SKU Enabled Card-Linked Commerce, April 28 – New York
- Data Driven Commerce: Card-Linking and the Transformation of Offers, May 19 – Atlanta
- U.K. Card-Linked Forum, June – London

For more information visit http://cardlinx.org/register.

CardLinx founding President and CEO Silvio Tavares will also speak about developments in card-linking at the Goldman Sachs Technology & Internet Conference 2015, at 3:20 p.m., February 10 at The Palace Hotel in San Francisco.

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About The CardLinx Association:

The CardLinx Association, cardlinx.org, is the leading association for the card-linked industry. The organization 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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