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Loyalty Dominates Day Three of Prepaid Press Expo

Arroweye CEO Render Dahiya and panelists discuss opportunities for prepaid card marketers

LAS VEGAS (August 26, 2010) – The Prepaid Press Expo culminated with a lively panel discussion on the future of loyalty and card programs, led by Arroweye Solutions CEO Render Dahiya and panelists from Parago, Loyalty 360 and InteliSpend. The panel, moderated by Lori Breitzke of E&S Consulting LLC, focused on how companies can better utilize prepaid programs to connect with their markets and hone in on the individual consumer. The underlying theme: customization.

“From Arroweye’s perspective, program managers and prepaid card marketers can use digital on-demand technology to create a relevant card program that targets the individual rather than the masses,” said Dahiya. “The on-demand model allows you to test promotions, offer varied designs, customize messaging and brand the carrier – all of which are going to help make it relevant to the individual.”

The panelists offered insight on channeling brand loyalty in the prepaid market – how to attract the right customer and keep them engaged. Everything from card customization, utilizing social media to offering cash back and incentives are all essential elements of a successful loyalty strategy.

“It’s a crowded marketplace and companies that can differentiate their products are going to have an advantage,” added Dahiya. “Flexibility in a card program is of enormous value for loyalty marketers that want to bring an offer to market quickly and add new designs and packaging.”

The Prepaid Press Expo concluded today in Las Vegas.

Arroweye is the first company to manufacture and print the Visa logo on-demand while simultaneously personalizing the card. The on-demand production process eliminates the need for pre-manufactured inventory and obsolescence, and enables more customized card designs to drive usage and bring programs top of wallet. Arroweye has the approval to manufacture and personalize Visa® and MasterCard® payment cards.

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— Render Dahiya, CEO, Arroweye Solutions

About Arroweye Solutions, Inc.

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Arroweye is a card marketing and production partner that provides just-in-time, highly customized plastic gift, incentive and payment cards and carriers. With a unique combination of web-based design tools and on-demand manufacturing and personalization capabilities, Arroweye is the first fully-digital manufacturer of plastic within the open-loop and closed-loop industries. The company also provides gifting solutions, including customized greeting cards, branded card communications programs and a suite of stored value gift card solutions. Arroweye was founded in 2000 and is based in Chicago, IL. For more information on Arroweye’s full suite of services, visit www.arroweye.com.