

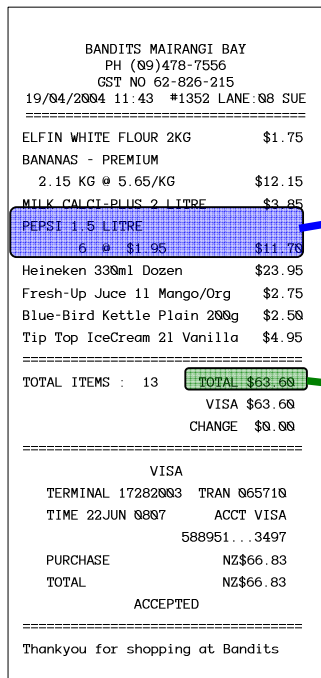
Using The Recast System to Deliver and Track Triggered Promotions



The Recast system enables retailers to manage the delivery of advertisements and voucher/ coupon promotions onto their receipts in a very flexible and responsive manner.

Vouchers and coupons can be printed on every receipt but more powerfully can be printed in response to a "pre-defined trigger". The trigger could be almost anything; time of day, day of month, amount spent, product purchased. Basically anything that is going to appear on the receipt can be used to act as the trigger.

The rules which define when the "trigger will fire" are entered into a web based "configuration sever" and downloaded to stores as and when required. So from a central location you can decide which stores will receive which promotions and when! The information downloaded includes the images which will be printed onto the receipt and the dates between which the promotion will run.



Bandits
 WOOLWORTHS MAIRANGI BAY
 PH (09)478-7556
 GST NO 62-826-215
 19/04/2004 11:43 #1352 LANE:08 SUE

ELFIN WHITE FLOUR 2KG	\$1.75
BANANAS - PREMIUM	
2.15 KG @ 5.65/KG	\$12.15
MILK CALCI-PLUS 2 LITRE	\$3.85
PEPSI 1.5 LITRE	
6 @ \$1.95	\$11.70
Heineken 330ml Dozen	\$23.95
Fresh-Up Juice 1l Mango/Org	\$2.75
Blue-Bird Kettle Plain 200g	\$2.50
Tip Top IceCream 2l Vanilla	\$4.95

TOTAL ITEMS : 13
TOTAL \$63.60
 VISA \$63.60
 CHANGE \$0.00

VISA Anytime. Anywhere. Anyway.
 The choice is yours.

TERMINAL 17282003 TRAN 065710
 TIME 22JUN 0807 ACCT VISA
 588951...3497
 PURCHASE NZ\$66.83
 TOTAL NZ\$66.83

Accepted with thanks

✂

CONGRATULATIONS
 being a large consumer of
 softdrinks you have
 qualified for a
FREE 1.5 litre

Coca-Cola

Just bring this receipt in next
 time you shop at

Bandits
 Offer expires 31 Oct 2004


 9533761445

✂

As a reward for being a great
 customer and spending more than \$50,
 take a break and enjoy a quiet
 coffee on us at

CAFÉ OLÉ

2 doors along from our main entrance

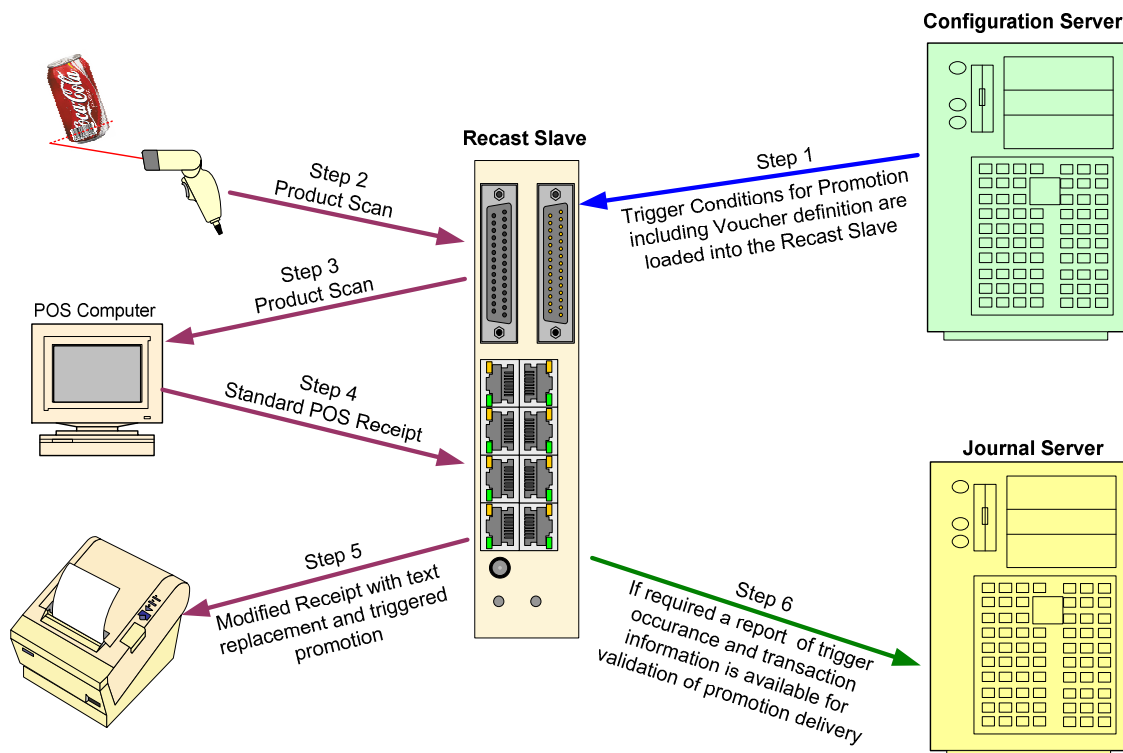
*Please Supply 1 Free
 Specialty Coffee*


 1234567890
 Offer expires 31 Oct 2004

Bandits

Delivery of product advertisements, discount vouchers, reward vouchers, competition entry forms and even brand logo's can be now be delivered with some discrimination, enabling manufacturers and retailers to specifically target and reward their customers and gain maximum value from the dollars spent.

In some circumstances the persons financing the "triggered promotions" may also want some evidence that their promotions were actually delivered to their target and not simply distributed on an ad hoc basis. Our ability to capture and Journal the full receipt can therefore be used to provide evidence that the trigger has been fired in response to its conditions and has been delivered to an intended recipient.



By issuing these "triggered promotions" from a database, using similar functionality that is delivered by our Virtual Stock system (see separate Marketing document titled "Using the Recast System to deliver Virtual Stock") it is therefore possible to also limit the number of promotions delivered by the firing of the trigger. So as an example the manufacturer can ask for 1,000 vouchers to be delivered across a range of stores when the specified trigger has been fired, and once this number has been reached the database will no longer deliver the vouchers.