

Gift Card Overview

IT'S YOUR CARD® (IYC) functions as a fully-customized, in-house processing center for physical and electronic gift cards. IYC is a Shift4 hosted, web-based solution that is fully integrated with Lighthouse Transaction Manager (LTM).

IYC enables you to sell, redeem, and track gift cards at any of your locations through your Point-of-Sale (POS) system or Property Management System (PMS). For tracking and reporting, LTM provides the ability to track valuable card information, such as card status, value, and sale.

LTM provides a number of reports. Card balance information can also be obtained at anytime through the POS/PMS system and a balance receipt generated. Additionally, clerks can register a card to a customer, reactivate a card, or deactivate a stolen or lost card. Since cards don't have to be activated until sold, cards can safely be displayed at the counter.

This document is designed to be an overview with some simple examples of how the IYC process works.

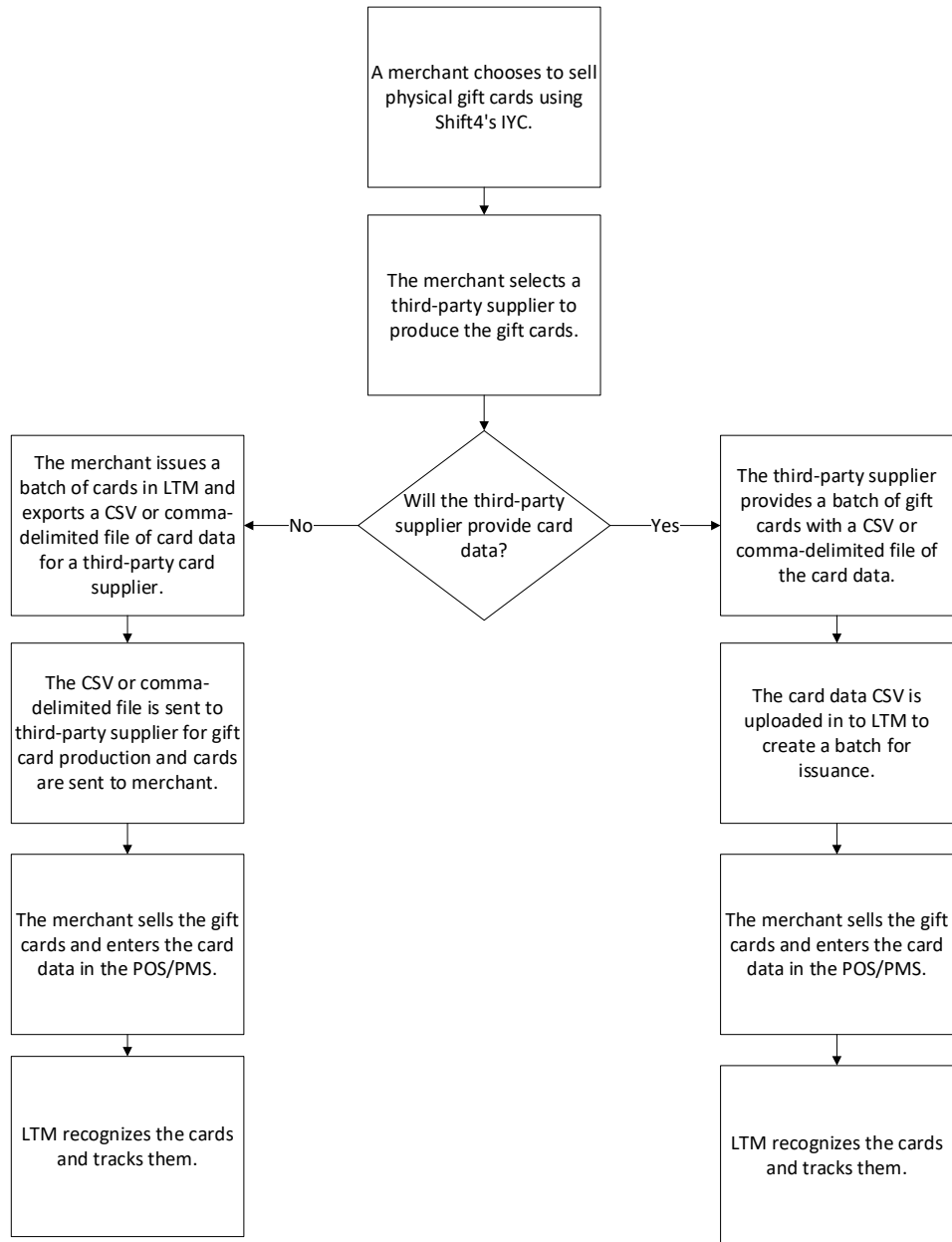


Note: IYC must be enabled by Shift4 for your account to take advantage of its features. Contact Shift4 Customer Support for more information.

Taking Advantage of IYC Requires the Following

- The Account Administrator must select and apply the desired IYC settings.
- To enable other IYC users, the Administrator must configure users on the User Maintenance page.
- Card batches must be issued in one of two ways (examples below).

Basic IYC Flow Chart



IYC Site Builder: Online Card Sales

IYC Site Builder provides the ability to sell, distribute, and obtain balance information for physical and electronic gift cards through an IYC website branded to your look and feel. A customer visiting your website will have the same experience shopping for a card as if they had never left your site. Yet the website is completely self-contained and securely managed by Shift4.

A shipping report is electronically issued for physical gift cards. For all online use of card numbers, we suggest you require a PIN number for customers to securely add value to a card, check balance, or make an online merchandise purchase.

Taking Advantage of IYC Site Builder Requires the Following

- You must be a Site Admin or Account Administrator.
- i4Go must be configured.
- A custom site must be built using IYC Site Builder's templates and tools. You can pick your template, upload your company logo, select a profile image, pick your colors, and other style elements which can then be previewed before activating the site.
- Activate your site.

Example - IYC Site Builder

- The merchant chooses to sell physical gift cards on their website.
- The merchant uses IYC Site Builder to build a custom gift card sales site utilizing i4Go.
- The merchant sets up predefined packages of gift cards.
- The merchant sets up shipping options.
- The merchant enables the gift card site which is protected by i4Go.
- In LTM, Order Fulfillment allows the merchant to process or delete IYC orders.
- All sales are recorded and can be tracked in LTM.