



# THE UNIVERSAL DISCOUNT CARD



AS SEEN ON



November 14, 2011

Dear Valued Valcard Merchant;

We've got some exciting news to share with you! Our **Island Wide** card distribution has begun. **Valcard** directly distributed over **20,000** temporary cards to the general public at **WALK Radio's Pumpkin Park**, a safe Halloween event for the children, at **Adventureland** on Route 110 in Farmingdale during the last weekend in **October 2011**. Over **63%** of these **temporary cards** have already been **registered and activated** on our web site by the cardholders themselves. **New registrations are coming in everyday**. This means the general public is **very receptive** to the Valcard concept. Additional cards are in the process of being mailed to Long Island homeowners, systematically, area by area. We want to make certain that you and your staff are comfortable with your **Valcard Offers** in order to avoid delays and confusion once customers begin to visit your facility and use their cards.

If you haven't done so already, we would like to take this opportunity to remind you to set up your **Valcard Discounts** and **Special Offers** on your **Listing Page** and make sure that you and your staff are familiar with **Valcard** and the **Special Incentives** you're offering our cardholders. After you decide on and set up your **Offers** online, it's a good idea to print out your **Listing Page**, go over it with your staff and perhaps even keep a copy by your **POS (Point of Sale) System** or **Cash Register**.

Everyone at Valcard is very excited to have completed an early 4 week Television and Radio Advertising Campaign on News 12 Long Island & 97.5 WALK-FM Radio. This was an early flight, above and beyond our Proposed Year-End Media Schedule and there's much more to come. We're also proud to announce that this week marks the launch of our flight on Food Network, Style TV and The Travel Channel, with a majority of our commercials on Food Network. Please be sure to tune in and see our ads airing from 9AM to midnight daily and catch our Prime Time Commercials during Food Network's smash hit show, *The Next Iron Chef: Super Chefs*.

Should you have any questions, comments or concerns or need help with your **Valcard Listing Page**, please don't hesitate to contact our **Merchant Services Group** at 631-563-7200, Monday through Friday, from 10AM to 6PM. **Don't forget to Like Us on Facebook and Follow Us on Twitter for additional information, photographs and to stay in touch with what Valcard's been up to!**

Thank you for your trust and support of our effort to keep commerce local and promote Long Island's Small Business Community.

Kindest Regards,

Valcard Corporation



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