



The CardLinX™ Association

PRESS RELEASE

THE CARDLINX™ ASSOCIATION TO LAUNCH EUROPEAN AND CANADIAN COUNCILS

Top Companies from the Largest Card-Linking Markets to Collaborate on CardLinX's Global Standards

San Francisco, May 29, 2014 - The CardLinX Association ("CardLinX"), which facilitates standards, interoperability, and growth for the card-linked offers and card-linked loyalty industry is forming the CardLinX Europe Council and the CardLinX Canada Council. The upcoming charter meetings will bring together senior executives from the most influential companies in card-linking from each region.

Card-linking, a phenomenon gaining popularity worldwide, enables consumers to redeem deals without paper coupons or promo codes and gives merchants a real measure of their ad spend effectiveness. CardLinX's regional councils will engage two of the largest card-linked markets in establishing global standards for the industry.

These interactive, board-style meetings are invitation-only events, limited to senior-level executives from digital ad publishers, banks, payment networks, offer technology companies, merchants, and payment processors.

The CardLinX Europe Council will hold its charter meeting on June 19th in London, United Kingdom. The CardLinX Canada Council will hold its charter meeting on July 22nd in Toronto, Canada. Both meetings will include representatives of the respective regions largest banks, digital commerce platforms, global payment networks, payment processors and offer technology platforms. Global input on the standards for card-linked offers will further CardLinX's mission to foster cooperation in reducing friction for consumers and merchants in the card-linked marketplace.

For more information about the meeting email info@cardlinx.org.

To learn more about The CardLinX Association visit www.cardlinx.org or follow CardLinX

on [Twitter](#) or [Facebook](#).

About The CardLinx Association:

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