

Cashcard extends ATM reach

Reinforcing its market position as Australia's leading provider of ATM management services, Cashcard announced today it has successfully acquired the unique Movieline ATM network. Cashcard has also embarked on a major rollout of ATMs to Woolworths + Plus Petrol outlets as part of an exclusive arrangement with Australia's fastest-growing petrol retailer.

Movieline

The Movieline service was established as a joint venture between the three cinema groups, Hoyts, Greater Union/Birch Carroll and Coyle and Village Cinemas, specifically to provide ticketing services via ATMs and the Internet.

Since its inception, Cashcard has acted as the switch and ATM services provider for the Movieline ATM network.

Cashcard Managing Director, Greg Baker, said: This acquisition represents an expansion into a non traditional market base and provides us with the opportunity to partner with Australia's leading cinema groups to deliver electronic transaction services in high traffic locations.

This is the first ATM network in Australia to dispense movie tickets and provides a complete automated end-to-end service to consumers.

Movie goers can book their tickets over the Internet then collect their tickets at the ATM located in the cinema, while withdrawing cash to enjoy their movie munchies at the same time! No queues at the box office and total convenience.

The Ticketing & Cash ATM Service is currently available at approximately 50 ATMs nationally, and provides Cashcard with access to a further 50 sites throughout Australia.

Woolworths + Plus Petrol

When it was looking for an ATM supplier, Woolworths approached a number of major finance industry players, choosing Cashcard for its responsiveness, price competitiveness and quality of service.

Cashcard has already installed ATMs at 96 of Woolworths + Plus Petrols nearly 300 outlets nationwide and plans to complete the rollout by the end of this financial year.

Managing Director, Greg Baker, said the deal cements Cashcard as the leading supplier of ATMs to Australian service stations, building on its exclusive arrangement with Shell Select and its strong position in the independent market.

Under this latest agreement, all existing and future Plus Petrol outlets will incorporate a Cashcard ATM, enabling Plus Petrol to enhance both the level of convenience and the breadth of services offered to customers, he said.

The presence of a Cashcard ATM in Woolworths + Plus Petrol service stations is a key enabler of incremental or impulse sales and will help drive profitability while building customer loyalty.

ENDS

About Cashcard

Cashcard is Australia's premier payments services provider. It is the only independent services company to provide high volume payment services across the entire consumer electronic payments spectrum, including ATM and EFTPOS, Direct Entry, Bpay, Telephone and Internet payments.

Launched in 1982, the group now services more than 50 member financial institutions and has processed around 2.5 billion EFT payments since 1993, making it one of the largest independent transaction providers in the region. For further details please visit www.cashcard.com.au.