

# Oporto® Joins Pointpal's Loyalty and Rewards Community

Oporto Customers Can Use Their Mobile Phone as Stamp Card for Collecting Points; Australian Developed App and Platform Continues Market Expansion

Sydney, NSW – May 31 2012 Today, Pointpal welcomed Oporto as the newest member of the Pointpal loyalty and rewards community. Oporto customers can now use their mobile phone (Apple iOS or Android) as their stamp card to collect points and redeem for rewards. Customers no longer need to carry a physical stamp card, never miss out on points because they forgot their card, and can benefit from special Oporto offers.

Developed in conjunction with Fuse Partners, this exciting new offer from Oporto will reward customers for their loyalty. The offer is currently available at Oporto's outlets in the Sydney CBD area.

"Oporto has always focused on the customer since launching its first outlet on Bondi Beach in 1986. We've never forgotten our heritage of high quality, great tasting, authentic fresh-grilled chicken and burgers and our unique Australian culture. This new mobile loyalty program is testament to our customer focus and commitment to continual innovation. We want to recognize our loyal customers and make it as convenient as possible for them to collect points with us and redeem for great rewards. Pointpal and their mobile loyalty platform enable us to do this and we look forward to future innovations and offers for our customers in Australia," said Jamie McKaughan, General Manager of Oporto.

"We're proud as a homegrown solution to have such a prestigious Australian brand as a customer and to have Fuse as our Partner supporting Oporto's franchisees. Oporto really understands that consumers want to be recognized and rewarded for their regular purchases and loyalty. Australia has one of highest smartphone adoption rates in the world at over 50% and a very savvy consumer base. It's inevitable that as the digital wallet continues to evolve that loyalty cards and programs will move onto smartphones. As a leading player across Australia and Singapore, Pointpal will help drive this adoption and product innovation," said Andrew Lowe, Founder of Pointpal.

Customers who want to join the Pointpal community to enjoy the Oporto rewards program need to first download the Pointpal app from either Apple iOS or Android Market (Google Play). They then register (which only needs to be done once), and can choose which pre-installed loyalty cards and programs they wish to participate in, and begin collecting points.

ENDS

## About Pointpal:

Pointpal is Australia and Singapore's leading mobile loyalty program, and is supported by an end-to-end loyalty platform. The quick to download free app, enables your smartphone to become your loyalty card wallet, and eliminates bulging wallets or purses full of paper and plastic cards. You never need to bring a physical card again, and you never miss out on points.

Businesses can quickly and cost-effectively move their loyalty programs to Pointpal, with seamless integration to existing sales and marketing systems. This cloud-based, highly scalable, secure system also enables deep consumer insights, analytics and business intelligence to ensure that brands and merchants on Pointpal have a competitive edge. For more information visit us at: [www.getpointpal.com](http://www.getpointpal.com) Facebook: Pointpal Twitter: @Pointpal

## About Oporto:

Oporto is a 100% Australian-owned success story and one of Australia's largest and most successful food franchises, specializing in fresh-grilled chicken and burgers.

Oporto is a wholly owned subsidiary of Quick Service Restaurant Holdings Pty Ltd (QSRH), which includes more than 600 stores across the network. In a crowded fast food sector, Oporto is fast becoming one of the major players in a new generation of fresh and casual dining offers.

Established in 1986, the company has over 140+ stores across Australia, New Zealand and USA and is well-positioned for ongoing positive growth.

## About Fuse Partners

Fuse specialises in supporting franchise businesses in their multi channel marketing implementation. Fuse supports franchise marketing teams with the most comprehensive and tailored platform available in Australia, providing them with the systems, structure and expertise to allow them to manage complex print and digital activation including the Pointpal loyalty system from a single integrated portal.

Fuse clients include Red Rooster, Eagle Boys Pizza, Sumo Salad, The Cheesecake Shop, Noodle Box, Oporto, The Coffee Club, Muzz Buzz, Ribs and Rumps, Chicken Treat and Pie Face between others, providing them with the systems, structure and expertise to keep their marketing teams efficient and in control.

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