



iPhone Passbook

deal certificate redemption through new iPhone feature

Some exciting news for your certificate holders who have Apple iPhones!

Your current customers may be enjoying a new feature on their iPhones, called "Passbook." Passbook allows consumers to save important items like tickets, rewards cards, deals and coupons all in one location on their phone. This is almost like a virtual wallet!

A consumer can now include in their Passbook their certificate(s) purchased through DoubleTakeDeals (DTD). Therefore, Some consumers may be showing their DTD certificate on their iPhone's Passbook for redemption. This screen will look like the image to the right (FIG. 1).

The screen will show:

- your logo
- deal title and details
- deal amount
- 12-digit DTD certificate number and scannable "QR Code"

This certificate number is the same number that you also use to validate a paper certificate—using any of our four methods: website, standard telephone, smart app, or by scanning the QR code directly with your smart device.

For an added benefit, consumers can also click on the 'i' (FIG. 1) in the lower-right corner to find out more details about the deal, disclaimer/fine print and your contact info (FIG. 2).

Please do not hesitate in contacting us if you have validation questions. We look forward to you having a smooth experience with DTD being available on Passbook.

Sincerely,

DoubleTakeDeals.com

A GANNETT COMPANY

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FIG. 1

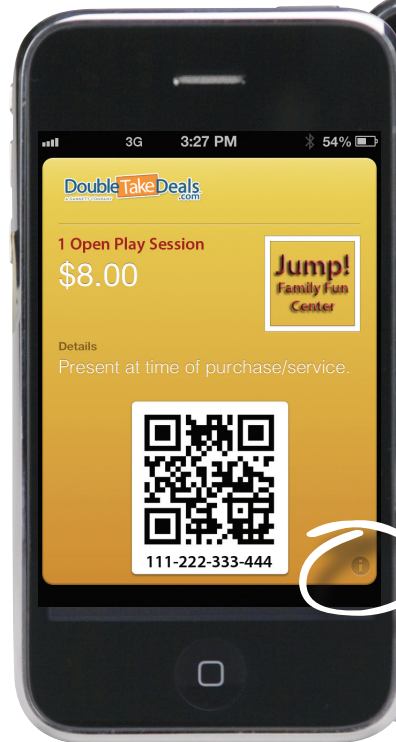
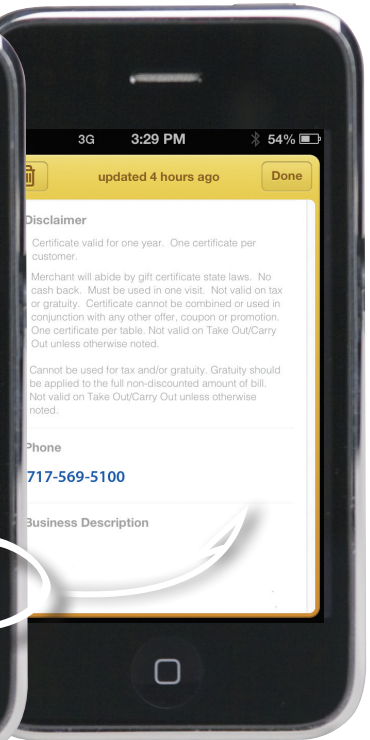


FIG. 2



A great feature that benefits you and the consumer is the "push notification" that the iPhone user experiences when they come within the vicinity of your business location! When they drive or walk in local distance of your business, their phone will receive a reminder that they have a deal waiting to be used!