



Merchant Customer Exchange Unveils its Mobile Payment Network – CurrentC™

Top Retailers Move Closer to Improving the Loyalty, Shopping, and Payment Experience

BOSTON (September 3, 2014) – Merchant Customer Exchange (MCX), a company formed by the nation's leading merchants to develop a customer-centric and secure mobile payment solution, today unveiled the brand of its new mobile payment network — CurrentC™. The CurrentC Network was built by leading merchants to simplify, enhance and secure their customers' shopping experience. This powerful platform will be available across a broad and growing collection of leading merchants in the big-box, convenience, pharmacy, fuel, grocery, dining, travel and specialty-retail categories. Consumers will be able to gain access to the entire CurrentC network and all its benefits by using the CurrentC app as well as through merchants' mobile applications that utilize CurrentC functionality.

CurrentC has been launched in private pilot mode in select locations across the country. The private pilot will expand through 2014, with regional and national rollouts to follow in 2015.

"CurrentC will offer customers a simpler, faster, secure way to checkout at their favorite merchants," said CEO Dekkers Davidson. "At full scale, CurrentC will be accepted in more than 110,000 merchant locations across the country, giving consumers unmatched access to their favorite retailers. It will also offer innovative features and benefits, such as merchant loyalty programs and instant coupon savings, all stored on the phone and available right at the point-of-sale."

The Consumer Offering

The CurrentC mobile wallet app will be free to download through both the App StoreSM and Google PlayTM store, and is compatible with major smartphones. When the app's full functionality is released to consumers, CurrentC will simplify and expedite the customer checkout process by applying qualifying offers and coupons, participating merchant rewards, loyalty programs and membership accounts, and offering payment options through the consumer's selected financial account, all with a single scan.

Features/Benefits

- **Save money with valuable coupons and offers.** CurrentC will store and automatically apply exclusive offers, coupons and promotions from participating merchants during the payment process.
- **Earn rewards from participating merchant loyalty programs.** CurrentC will allow customers to simplify and organize all participating merchant loyalty cards and membership accounts in one app. Existing rewards, once entered, are detected, applied and earned automatically during the transaction.
- **Pay simply.** CurrentC will offer customers the freedom to pay with a variety of financial accounts, including personal checking accounts, merchant gift cards and select merchant-

Merchant Customer Exchange LLC
21 Hickory Drive, 3rd Floor
Waltham, MA 02451
MCX.com

branded credit and debit accounts. Additional payment options will be available in the coming months.

- **A more secure way to pay.** CurrentC will provide a more secure payment experience than traditional methods by storing users' sensitive financial information in its cloud vault rather than locally on the mobile device. Furthermore, the application uses a token placeholder to facilitate transactions instead of constantly passing the data between the user, merchant and financial institution. These innovative approaches to security are only a sample of industry-leading tools used by CurrentC to create a comprehensive, layered approach to information security.

The Merchant Offering

"The CurrentC Network will provide merchants with unparalleled reach and resources in the mobile payments category," said Davidson. "It will offer merchants new and exciting channels to engage with customers, strengthen relationships, and enjoy more control of transaction data."

CurrentC is a software-based solution that works with most existing point-of-sale and payment terminals — providing merchants large and small with a cost-effective entry point into the mobile payments movement. CurrentC will utilize a secure paycode and will not require additional hardware from most customers or merchants.

About MCX

Merchant Customer Exchange (MCX) is building a widely accepted, customer-focused and security-driven mobile payment solution that will deliver a better payment and shopping experience for customers and merchants alike. MCX's owner-members include leaders in the big-box, convenience, pharmacy, fuel, grocery, quick- and full-service dining, specialty-retail and travel categories. Collectively, these companies operate more than 110,000 locations and process more than \$1 trillion in payments annually. The company operates from offices in Boston and Dallas. For more information, visit <http://www.mcx.com>.

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Contact:

For MCX

Jonathan Lowe
Finsbury
646.805.2068
mcx@finsbury.com

Merchant Customer Exchange LLC
21 Hickory Drive, 3rd Floor
Waltham, MA 02451
MCX.com