

Electronic voucher news for newsagents: July 9, 2008

- **NEW LOW COST POINT OF SALE PACKAGE FOR NEWSAGENTS.**
- **NEW CUSTOMER SERVICE LINE AT ST.GEORGE FOR TOWER NEWSAGENTS.**
- **HOW TO GET PHONECARDS FOR SALE IN-STORE TOMORROW.**
- **ANSWERS TO COMMON QUESTIONS**
- **UPDATE ON OPTUS AND VODAFONE**

LOW COST POINT OF SALE ALTERNATIVE - \$4,995 or \$46 a week

Tower Systems has released a \$4,995 point of sale hardware, software, training and support package for small newsagents wanting a computer on the counter to handle point of sale, mobile recharge and phonecard sales. The package can be leased for \$46 a week over 3 yrs with no residual or purchased outright. For details, email sales@towersystems.com.au or call toll free 1300 662 957.

THE FAST TRACK TO PHONECARD PRODUCT

Access phonecards can send you physical \$10, \$20, \$30 & \$50 calling card stock overnight. Newsagent commission is 30%. These can be used for calling just about any country and rural Australia. These cards will tide you over while eziPass paperwork is processed. Email info@accessphonecards.com.au or call 1300 667 017 or go to www.accessphonecards.com.au and click the retailer section.

HOW TO SIGN UP FOR EZIPASS, THE ALTERNATIVE FOR MOBILE RECHARGE AND PHONECARDS

Using eziPass, newsagents can sell: Visa Prepaid (BOPO alternative), mobile phone recharge, phonecards and plenty of other product. eziPass does not currently offer a Bill Payment alternative. Go to www.ezipass.com.au and click on retailer sign up. There are three forms to complete:

1. Complete the eziPass sign up form and fax this to 03 9524 8099.
2. Complete the SCX Visa Prepaid Signup Pack and fax this to 1300 650 843.
3. Complete the Access phonecards Signup Form and fax this to 07 5641 0037.
4. Email support@towersystems.com.au and when you have submitted these forms – we will track your applications with the companies for you. Please include your business name.

ST.GEORGE ESTABLISHES NEW TOLL FREE LINE EXCLUSIVELY FOR TOWER NEWSAGENTS

Due to call traffic, St.George has advised us that they have today created a **new toll free help desk** for newsagents wanting to access the preferential rates we have negotiated. These rates are available for ALL newsagents, you do not need to be an ANF member. We do not make any commission for sign up or on transactions. Call the new St.George help desk on 1300 731 723.

WHAT ARE THE VISA PREPAID PRODUCTS?

We have sourced four Visa Prepaid products from SCX Global. These include a product which directly suits the traditional BOPO customer, a gift card, a virtual card as well as a dual card option where you can load and access cash from either card. The commissions paid to newsagents are substantially better than formerly available through BOPO.

ANSWERS TO QUESTIONS:

WHAT ABOUT THE ANZ TERMINALS WHICH HAVE BEEN SENT? If you wish to continue with ANZ, install the terminal and start using this instead of the Dialtime terminal for Eftpos processing. The current ANF rates are not as good as those through St.George.

WHAT EQUIPMENT DO YOU NEED TO RUN EZIPASS? Computer with Windows 2000 or better, internet access, and a printer with graphics facilities – preferably a thermal receipt printer. Tower Systems has a special offer on thermal printers.

IS THERE A LONG TERM CONTRACT REQUIRED FOR EZIPASS? No.

WHO IS BEHIND EZIPASS? Tower Systems - we already serve 1,500 newsagents. We have been in business since 1981. Tower Systems is owned by Mark Fletcher – 0418 321 338. We do not pay any commissions to the ANF. This is why the ANF will not promote eziPass.

WHAT COMMISSION CAN I MAKE THROUGH EZIPASS? On the eziPass website, under products, you can see the commission for all products. Some products, such as the Aussie phonecard, offer 50% more commission through eziPass than for similar product elsewhere.

HOW IS ST.GEORGE LINKED TO EZIPASS? The St.George merchant arrangements and eziPass are two separate functions. St.George want a 3 year contract - common with banks. eziPass has no such contract. St.George provides the merchant services. eziPass is the platform through which you sell mobile recharge and phonecards.

WHAT HAPPENS TO MY BILL EXPRESS BROADBAND? We recommend that you urgently make other arrangements. The choice of broadband provider needs to be based on your local situation. Talk to nearby businesses with broadband. Ask if they are happy with the service. You could go to www.whirlpool.net.au where you can type your phone number and have this independent site lists internet service providers who service your area.

WHEN WILL EZIPASS GET OPTUS AND VODAFONE? ePay is currently the only wholesaler representing Optus and Vodafone in Australia. They have not changed their position on making recharge of Optus and Voda products available through eziPass. We have taken this to Optus and Voda direct without success at this time.

WHAT DO WE RECOMMEND YOU DO NEXT?

Here is a quick checklist we recommend:

- ☐ Go to www.ezipass.com.au and sign up as per the details on the previous page.
- ☐ If phone card sales are important call or email Access to get physical stock overnight.
- ☐ Call St.George on 1300 731 723 to sign up for their bank deal.
- ☐ Call Jenlist and arrange physical stock for Optus.



EZIPASS CONTACTS: Technical support: 03 9524 8000 or by email at support@towersystems.com.au. For other queries please call Mark Fletcher on 0418 321 338 or Andrew Halpern 03 9524 8040.

INTEGRATED EFTPOS OPTION – SAVE \$200

If you are a Tower Newsagent and want to process Eftpos through your Tower software, email Tower on sales@towersystems.com.au and ask for details on the discounted PC Eftpos link.

DISCOUNTED THERMAL RECEIPT PRINTER OPTION – SAVE \$200

Tower Systems has a special offer for newsagents wanting a new thermal receipt printer. For \$525 including GST and delivery you will be sent a brand new Epson thermal receipt printer. Please email sales@towersystems.com.au for details.