

## Through Franchise Payments Network, Menchie's Reaches Milestone with Loyalty Program

### **mySmileage™ Loyalty and Email Marketing Program Reaches 750,000 Participants in Six Months**

(Orlando, FL) - Franchise Payments Network (FPN), the only credit card processing company that focuses entirely on the franchise industry, has announced its most successful rewards program to date with Menchie's, the nation's fastest growing self-serve [frozen yogurt](#) chain.

The mySmileage program, created and developed in partnership with FPN and Menchie's, offers a unique spin on its loyalty program much like traditional frequent flier programs that airline companies offer consumers. Through a simple online signup at [menchies.com](#), members of the mySmileage program earn one "Smile" for every dollar spent in stores. Each time a guest earns 50 "Smiles," Menchie's automatically loads \$5 in Menchie's money onto their mySmileage card.

FPN, which provides Menchie's the credit card, gift card and loyalty program service, is pleased with the program's growing participation, reaching 750,000 participants in the first six months.

"As the developers for the mySmileage model, we set out to create an innovative yet simplistic approach to the Menchie's loyalty program," said Tom Epstein, president and CEO of Franchise Payments Network. "Our client wanted a program that was hassle-free to its fan base but provided immediate benefits and consistently drove traffic to its stores."

Through the program, guests can pick up their mySmileage cards at Menchie's stores, receiving both a plastic wallet card and key chain card presented in a "Passport" with an explanation of the program. At the time of payment, guests can present their card or provide the cell phone number they registered with to earn smiles.

"The loyalty program designed for Menchie's is one of the most unique and effortless programs offered to consumers in the QSR sector," said Amit Kleinberger, CEO of Menchie's Global Headquarters.

"Through the mySmileage program, we are increasing our ability to connect with our fan base and further establish brand loyalty while also reinforcing our mission to bring smiles to our guests."

### **About Franchise Payments Network**

Franchise Payments Network is the only credit card processing company that focuses entirely on the franchise industry. Endorsed by more than 125 franchise systems, FPN gives its franchise clients the flexibility to customize a solution that best suits the needs of the franchise system. Services include Credit and Debit Card processing, ACH services, ATM procurement, Capital On Demand, Gift/Loyalty Card services, Check Verification and Electronic Conversion, Payroll Card programs, PCI Compliance, SMS/Text Marketing services, custom iPhone Applications and electronic payments consulting. To learn more about becoming a member of the network, please contact Thomas Epstein, CEO of Franchise Payments Network, at 866-420-4613 or visit [www.franchisepayments.net](#).

### **About Menchie's**

Menchie's creates lasting memories through its mission statement to make every guest smile and by being the friendliest place on earth. Providing an unparalleled guest experience that is warm,

welcoming, tasty and fun, Menchie's stores contain interactive elements such as chalkboards for kids, [party](#) rooms, enjoyable [music](#), arts & crafts, and indoor/outdoor seating areas where friends and family gather. Placing a focus on community before commerce, Menchie's franchisees actively donate thousands of dollars to local school programs and charitable organizations. With its own proprietary frozen yogurt label, Menchie's guests create their own unique combinations from over 100 rotating yogurt flavors and 70 rotating toppings. In July 2010, Menchie's was awarded 1st place in Restaurant Business Magazine's annual 'Future 50' list, ranking it the fastest-growing franchise in the [restaurant](#) industry. In 2011, the company nearly repeated its top mark, achieving 2nd place on the list. Menchie's has more than 120 locations open, with an additional 160 currently in development, and is poised to total more than 180 locations by the end of the year. For more information, including franchising opportunities, visit [www.menchies.com](http://www.menchies.com).

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