

3xLyonesse

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Graham's Spar Ahoghill cash in on Lyonesse Loyalty scheme

GET more for your money at Graham's Spar, Ahoghill as the new Lyonesse Cash Back Loyalty Programme has just went live at the busy Spar.

Lyonesse is the UK and Ireland's new Loyalty programme and Graham's Spar and Maxol filling station on the Galgorm Road, Ahoghill, is one of the first in the Ballymena area to cash in on the scheme.

Proprietor Tom Graham explained: "Lyonesse is a Cash Back loyalty programme that allows the member to enjoy cash back from a

variety of Lyonesse Business partners.

"Graham's Ahoghill is the first to install the terminal and issue the Cash Back cards in the Ballymena area."

Tom went on to explain the uniqueness of Lyonesse, Money Back with every purchase.

He said: "When I first looked into Lyonesse I soon realised the massive real world value and flexibility to

the shopper, reinforced by the quality and number of major High Street retailers who were already listed as retail partners offering the cash Back."

There are four easy ways to shop with Lyonesse:

1. Your Lyonesse Cash Backcard,
2. Cash Back on line shopping,
3. Cash Back vouchers and gift card Shopping,
4. Mobile Shopping.

The Cash Back extends to all purchase of shop goods and includes petrol and diesel. The only exclusions are Paypoint, Lottery and Commercial Fuel cards. Cash Back at Graham's Ahoghill totals 2%.

Cash Back starts at 1% and extends to as high as 8% Loyalty Bonus depending on the products and the outlet.

The Lyonesse Loyalty scheme is a breath of fresh air; it creates a shopping community that uses its loyalty partners because they pay a genuine Cash Reward for shopping.

Registration is free and you choose where and when to shop and receive a considerably more generous reward than traditional loyalty cards that carry all manner of restrictions.

Graham's Ahoghill are now offering customers who are interested free applications with Cash Back available immediately!

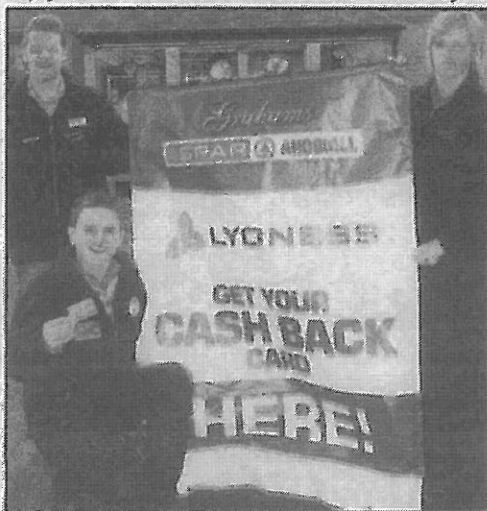
Tom added: "Local SME's are being sought to establish a presence in local towns throughout Northern Ireland to complement the High Street retailers.

"Anyone who is interested in exploring registering their business to extend the Lyonesse network and create greater loyalty in Ballymena can contact me on 028 25871700, 07703 652962 or visit www.lyonesse.co.uk"

Major high street retailers already offering the Lyonesse Cash Back through Vouchers and gift cards to are Argos, B&Q, Asda, Halfords, Boots, Evans, Burtons, M&S, among many others.

Online retailers, Dell, Fossil, iTunes, UGG Boots, Puma, Figleaves and The Body Shop also offer the service.

Tom concluded: "I am looking forward to the next number of months as Lyonesse will start to appear in more retail outlets around the country and hopefully, eventually, Lyonesse will be the Loyalty Cash Back card program of choice."



Tom Graham, proprietor, of Graham's Spar Ahoghill, with staff Sharon Livingstone and Mark Killough, at the launch of the Lyonesse Cash Back scheme. Gb4920R

