

New Lyonesse Loyalty scheme at Graham's

LYONESSE, an exciting new Loyalty Scheme to the UK and Ireland, has just gone live at Graham's Ahoghill Spar and Maxol filling station on Galgorm Road in the village.

It's a cash back programme and Graham's Ahoghill is the first to install the terminal and issue the Cash Back cards in the Ballymena area.

The Cash Back extends to all purchases 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% (1% Cash Back and 1% Loyalty Bonus).

Proprietor Tom Graham explains: "Lyonesse is a Cash Back loyalty scheme that allows the member to enjoy cash back from a variety of Lyonesse Business partners.

"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."

"It's different because with Lyonesse you get real money paid back into your Lyonesse account and you can then choose how to receive repayment".

There are three main ways to shop:

1. Your Cash Back swipe card
2. Cash Back on line shopping
3. Cash Back on vouchers and gift cards.

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

Major high street retailers already offering the Lyonesse Cash Back through

gift card and vouchers include: Argos, B&Q, Asda, Halfords, Evans, Burtons, Boots and M&S. There are also a greater number of on line retailers who offer the same cash back such as Dell, Fossil, iTunes, UGG Boots, Puma, Figleaves and The Body Shop.

The Lyonesse website has their full listing, representing a new, more generous and flexible loyalty programme. Check it out at www.lyonesse.co.uk

Says Tom: "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 and there is no restriction to how you receive your cash.

"Simply have it paid into your bank account or receive it in vouchers, gift cards etc, you choose! The 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 interested customers free applications with Cash Back available immediately. This application creates a unique Lyonesse ID number and Cash Back card which allows the customer to access their on line account so they can use the Cash Back scheme more extensively.

To apply, call at Graham's Ahoghill and provide your name, address, postcode, D.O.B. and mobile phone and preferably an e mail address. You will be issued

with a temporary swipe card until your account is set up.

Within a few days you will receive an SMS with your account details and a unique PIN no in the post,

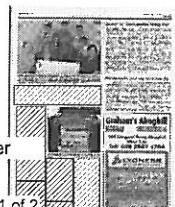
this on line activation which gives you access to your unique Lyonesse account and your Cash Back card will follow within 10 to 14 days.

Communications are conducted by SMS and e mail were available, each Cash Back transaction that you perform is confirmed with an SMS, telling you that you have just received £x.xx amount into your cash and loyalty accounts, it quite literally happens that quickly!

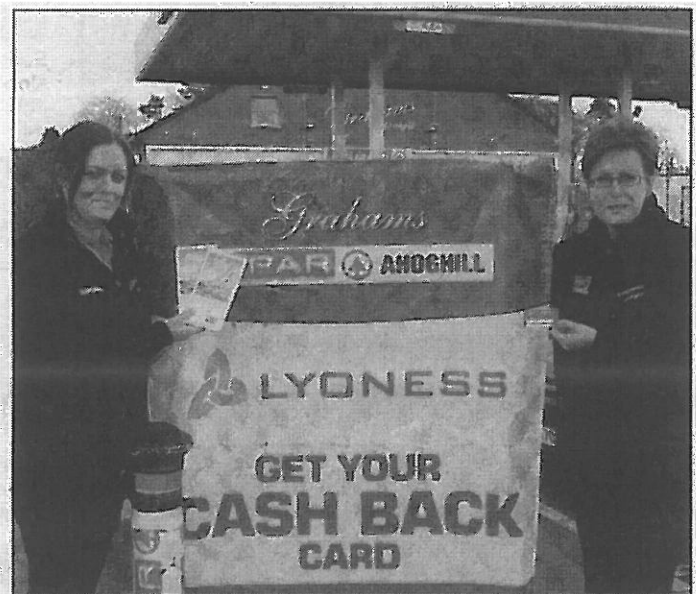
Tom went on further to say that local SME's are being sought to establish a presence in local towns throughout Northern Ireland to complement the High Street retailers.

Anyone interested in exploring registering their business to extend the Lyonesse network and create greater loyalty in Ballymena can contact him on 028 25871700 or 07703 652962.

Tom says he's now looking forward over the coming months to Lyonesse becoming a roaring success and making an appearance in more retail outlets in the Ballymena borough.



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Store manager Marjorie Wallace (right) staff member Valerie Robinson of Gramam's Ahoghill with the store's new Cash Back card. INBT 49-110JC