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## **DimpleDough and Moneris Solutions Announce Strategic Partnership and New Service**

Partnership Offers Canadian Gift Card Issuers Customization and Control

Independence, Ohio – January 5, 2010 – DimpleDough, the technology leader in card customization and card delivery applications and services today announced a strategic partnership with Moneris Solutions, the leading provider of payment processing services in Canada, through its gift and loyalty division, Ernex. Moneris will resell DimpleDough's online card customization solutions and has also developed a new turnkey service using DimpleDough's technology, called CardTailor™, enabling retailers to offer sales of standard and personalized gift cards to their customers through the web, simply and cost effectively (<http://www.Cardtailor.com>).

Creative gift and loyalty card programs build and strengthen customer relationships, and create more personal brand connections. Personalized cards, to which customers may add their own text and images, create the ultimate target-marketed card product: a customized card that is timely, personally meaningful, and one that is kept, used and recharged more than a standard card.

According to Malcolm Fowler, SVP & General Manager of Ernex,

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"Canadian retailers are seeking ways to make their gift and loyalty card programs more exciting and relevant to their customers. The growth of gift cards in particular has been fueled by a desire to gift something more personal than cash – adding the capability to personalize a card with an image and a message makes cards even more desirable. Through this partnership we will be making that happen quickly and profitably for merchants." He went on to say: "CardTailor™ leverages DimpleDough's best-of-breed technology and Ernex's deep market knowledge and capabilities to enable more retailers to implement these programs – without worrying about technology, payment processing, or printing and fulfillment. "

"We're excited to have a strategic partner with the vision and reach of Ernex," said Shawn Barrieau, CEO of DimpleDough. "In addition to CardTailor™, Canadian retailers requiring more specialized services can also use DimpleDough's card management platform, with the full weight of Ernex behind it."

CardTailor™ enables consumers to purchase standard or personalized gift cards through a simple, but secure, update to a merchant's website. It supports cards from any gift card provider and enables merchants to monitor their online gift card sales through the CardTailor™ Web Dashboard. Comprehensive reports provide insight to the statistics needed to assist in improving sales performance. CardTailor™ uses Moneris Solutions' established in-house fulfillment facilities to help ensure that customers will receive their gift cards securely and on-time. CardTailor™ is a trademark of Moneris Solutions Corporation.

### **About Moneris Solutions**

As one of North America's largest providers of payment processing solutions, Moneris offers credit, debit, wireless and online payment services for merchants in virtually every industry segment and processes more than three billion transactions annually. Through its Ernex division, Moneris offers electronic loyalty and stored-value gift card programs. With more than 350,000 merchant locations, Moneris provides the hardware, software and systems needed to improve business efficiency and manage payments. For more information please visit [www.moneris.com](http://www.moneris.com).





### **About DimpleDough Inc.**

DimpleDough is a private company based in Independence, Ohio whose enterprise card platform connects merchants and customers through innovative card delivery applications -- often involving extensive integration with Value-Added Resellers and strategic partners. DimpleDough's customers include top tier financial institutions, aggregators, and retailers including American Express and AMC Entertainment. For more information please visit [www.dimpledough.com](http://www.dimpledough.com).

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