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Mesa company brings Visa gift cards to ATMs

Phoenix Business Journal by Adam Kress, New Media Editor

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Technology from a Mesa company is behind a pilot program in Arizona in which ATMs are dispensing Visa gift cards.

Mesa-based [Better ATM Services](#) is teaming with [Visa Inc.](#) (NYSE:V) on a pilot program offering the gift cards at walk-up and drive-through ATMs in select locations throughout Arizona. [Credit Union West](#), MariSol Federal Credit Union and Pinal County Federal Credit Union are participating in the initial program.

"Our focus is on delivering value and convenience to our members who regularly purchase gift cards for special occasions," said [Robert MacGregor](#), president and CEO of Credit Union West. "We're seeing gift cards become more popular as a way to give family and friends the opportunity to choose a gift they really want or need. Our relationship with Better ATM Services and Visa is a terrific way to meet our customers' needs while increasing our line of value-driven products and services."

The credit unions' ATM menu screens now include a "Purchase Visa Gift Card" option and prompt members to designate the value to load on each card. Cards are available in \$25 denominations with no activation fee during the pilot period.

The ATM-dispensed gift cards are thinner than standard cards, which allows them to easily pass through the ATM mechanisms. Better ATM Services developed the technology.

"We are working with ATM manufacturers, independent sales organizations and financial institutions to make ATM-dispensed gift cards a common offering at ATMs

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For more: www.betteratmservices.com



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