



BETTER ATM

1234 South Power Rd Ste. 102
Mesa, AZ 85206

TEL: (480) 296-2033

WEB: www.betteratm.com

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Contact: Nancy Rose Senich
(202) 262-6996
pr@betteratm.com

Combined Sales Incentives Including Gift Cards Will Boost Revenue in Recessionary Economy Says Industry Veteran

Better ATM Services' CEO Says Consumers Seek Value-Added Opportunities While Companies Seek to Win Sales and Strengthen Their Brand

Mesa, Arizona, April 7, 2008 (Card Forum & Expo 2008-Miami, Fla.) -- Better ATM Services'

CEO Todd Nuttall says merchants and the ATM industry can look to the linkage of prepaid media, premiums, and incentives to ignite consumer spending. According to Nuttall, "Consumers are very cautious about how they are spending hard earned dollars in these uncertain economic times. They're looking for ways to expand their buying power to get the maximum bang for their buck." With economists and leading financial analysts predicting another year to two years before key sectors like the housing industry will see a real recovery, Nuttall says offering consumers a value-added proposition will fuel consumer spending and drive consumer choices. Says Nuttall, "Gift cards linked to premiums and incentives that offer discounts for other merchandise, on future purchases, or bonuses are viewed as dollar stretching investments by worried consumers."

Better ATM Services' patented, pioneering technology enables existing ATM machines to dispense pre-paid media, premiums, and incentives from ATM trays just like cash. Better ATM Services' efficient and cost effective distribution option means banks, shopping malls, grocery stores, restaurants, independent service operators, advertisers, and any business can now offer prepaid gift cards and other prepaid media, premiums, and incentives through technology enabled ATM machines.

A recent study by the Mercator Advisory group points to increased sales and customer loyalty tied to prepaid gift cards and Nuttall says it comes down to a very simple question, "Why should someone buy from a given merchant or use a given ATM rather than the competition? It all comes down to the ability to attract and retain customers by offering them a benefit, an ability to help that consumer with service and value that they are not getting elsewhere. Our innovative,

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3-panel sheets with prepaid media and an integrated section for premiums and incentives provide that leading edge innovation to increase sales.” said Nuttall.

Better ATM Services’ is demonstrating its new technology at Booth #200 of the Card Forum & Expo in Miami, Florida, April 6-8, 2008.

About Better ATM Services

Better ATM Services (BATM) (www.betteratmservices.com), a Mesa, Arizona-based company, supplies patented technology that enables an ATM to dispense prepaid gift cards like currency. Enabled ATMs dispense the prepaid cards via the ATM's cash tray using the machine's existing dispensing mechanisms. BATM licenses its technology to both ATM and prepaid card industry participants to provide a more secure, convenient, and profitable distribution option with additional revenue opportunities. BATM's patented technology assures continued operation within existing industry infrastructures and pricing models. For more information, please visit www.betteratmservices.com or email info@betteratm.com.

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