

Go-Tag Prepaid Sticker Interest Study

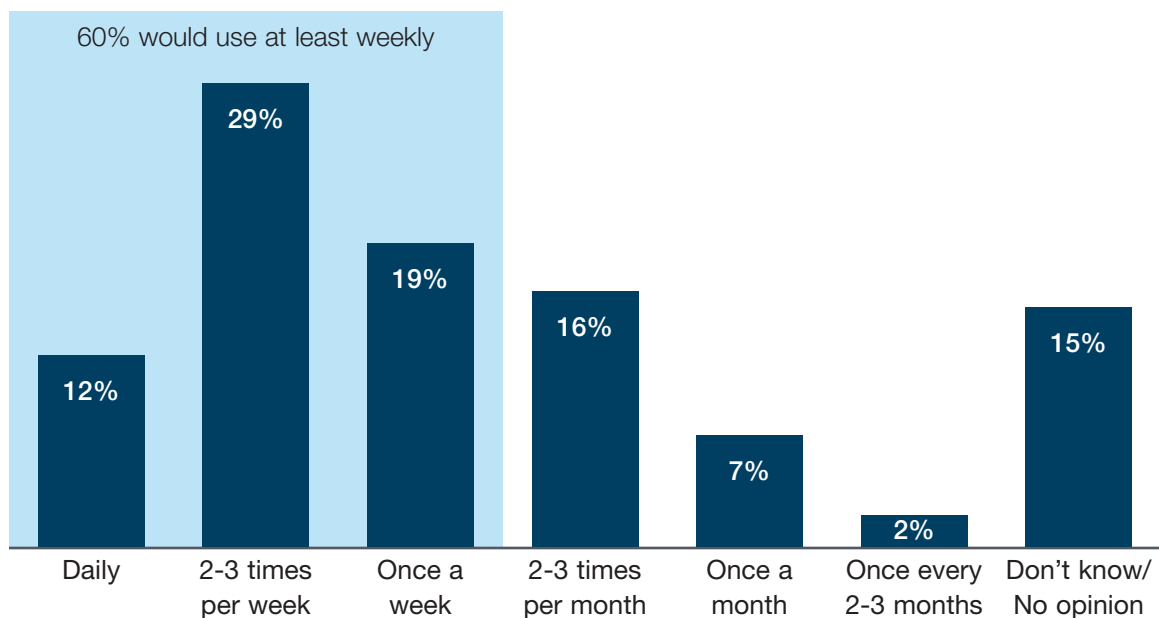
About this study In January 2008, First Data commissioned a nationwide survey of more than 2,700 consumers 18 years or older. The survey was conducted to gauge overall consumer interest and likelihood to use a contactless prepaid payment device in the form of a sticker or tag. The survey found significant consumer interest with nearly two-thirds of the respondents (65%) being “extremely”, “very” or “somewhat” interested in learning more about the concept.

Key Insight #1 **Prepaid Sticker Drives Increased Frequency of Visit to Retailer**
 Nearly 30% of consumers would visit a retail location for which they had a prepaid sticker more frequently. Frequency of use is expected to be high with 60% of respondents indicating they would use the contactless sticker to make purchases at least once a week at the retailer associated with the sticker.

Rewards and discounts increase the appeal of the GO-Tags™ with 75% of consumers indicating they are extremely or somewhat likely to use a GO-Tag™ sticker if they receive special benefits such as rewards or discounts.

GO-Tags™ are used in somewhat different locations than traditional prepaid cards. Unlike traditional prepaid cards, consumers indicated a high likelihood to use the sticker at supermarkets (62%) and gas stations/convenience stores (60%).

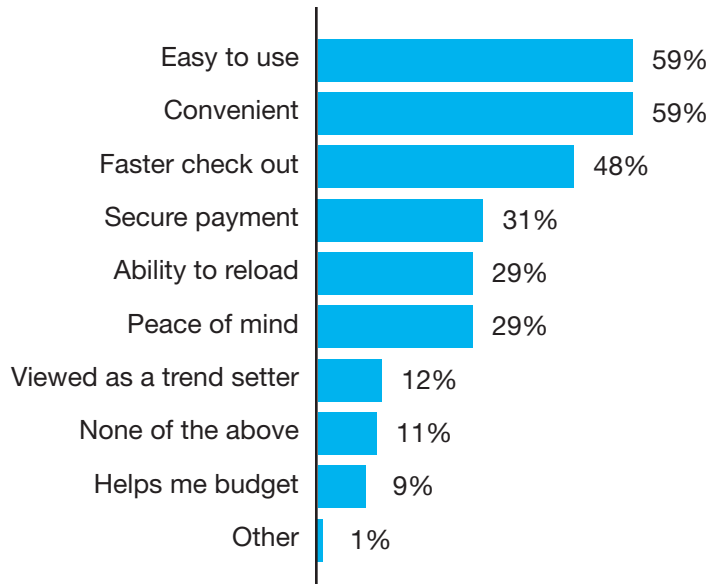
How frequently might you use a prepaid sticker to make purchases at retailers you visit?



Key Insight #2 Convenience and Ease of Use Rated Top Benefits

Consumers rated “Convenient” and “Easy to Use” as the top benefits of the contactless sticker, followed closely by the ability to experience a “Faster Checkout.”

For you, what do you think would be the benefits of using a prepaid sticker?



Key Insight #3 Prepaid Sticker Has Wide Appeal

The contactless prepaid sticker concept has wide appeal across demographics, without much significant difference by age, gender or income. However, consumers who currently purchase a large number of prepaid cards are more interested in the contactless prepaid sticker concept. The highest level of interest is shown by consumers who purchase prepaid cards for themselves as well as those who reload their cards.

