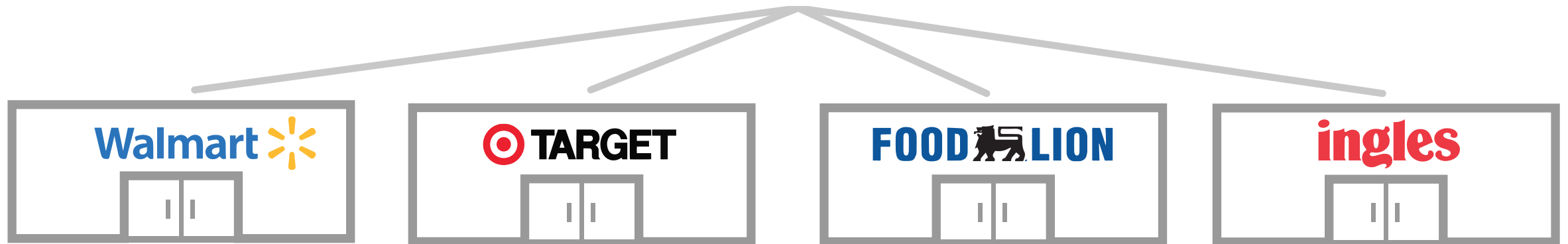




1. Tie all individual **STORE** reward programs into one simple integrated system.



2. Keep track of **PRODUCT** loyalty within all stores and **carry over** PRODUCT loyalty to **any store**.

