



PrePay Solutions wins in 2010 Prepaid Awards

An innovative prepaid gift card has achieved industry recognition at the prestigious Prepaid Awards.

The Vanilla MasterCard® Gift Card has been awarded the title of Best Prepaid Gift Programme at the annual industry awards. It was launched by PrePay Solutions, the UK's leading prepaid processing consultancy, in conjunction with InComm Europe.

Both companies jointly identified an opportunity to fill a void in the UK marketplace and to offer consumers the ability to purchase an attractive and appealing open loop prepaid card that allows the recipient the flexibility to shop wherever MasterCard® is accepted.

Within 16 weeks from concept inception, the Vanilla cards launched in stores across the UK. The result was the biggest MasterCard® launch in the UK, with a range of 12 gift cards covering all occasions.

The Vanilla MasterCard® achieved a new position for MasterCard as a gifting product, alongside its function for self-use. Its innovative packaging also impressed the judges, being the first to combine foil, embossed dye on pattern and glitter.

"We're delighted to have been honoured alongside InComm Europe at this prestigious awards, especially as we were up against some impressive competition", commented Gilles Coccoli, Managing Director at PrePay Solutions.

"We're marking our 10th anniversary this year, and achieving this valuable industry recognition is the perfect addition to the celebrations!"

Phil Evason, Managing Director of InComm Europe, added:

"We're delighted at this award win which is a good reflection of the success of the Vanilla MasterCard® to date. There is an exciting future ahead as, together with PrePay Solutions, we are committed to the expansion of the product, both within other UK retailers and into new European territories."

The Prepaid Awards is the leading awards ceremony for the prepaid industry and celebrates innovation and best practice within the prepaid industry. The 2010 Prepaid Awards took place at Grosvenor House Hotel, London on 7 October 2010.

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About PrePay Solutions

[PrePay Solutions](#), the UK's number one and Europe's leading prepaid services company, is an alliance between Edenred (formerly Accor Services) and MasterCard Worldwide. Drawing on 10 years experience and the combined strengths of its shareholders, PrePay Solutions delivers excellence in prepaid.

The company's work is driven by five values: entrepreneurialism, innovation, performance, simplicity and sharing.

Previously known as PrePay Technologies, PrePay Solutions designs and manages closed, open and controlled loop prepaid programmes including Retail Gift and Promotional Cards, Prepaid Debit, Rewards and Incentives, Payroll, Corporate Expenses and Benefits Cards. Each programme is tailored to meet the specific needs of PrePay Solutions' clients, who are based in the retail, corporate, online, mobile, travel, and financial sectors.

Clients to date include: Debenhams, Arcadia Group, House of Fraser, New Look, Sainsbury's, Virgin Money, National Australia Group, TUI, BP and Western Union amongst others.

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