



# CLARK CROWN CONNECTION

## Save Every Mile® Mobile Application

Are you prepared to accept a digital gift card transaction? The Save Every Mile® mobile app was designed to drive more customers to your store and includes a free \$3 gift card\* to be used at Clark or Crown branded locations accepting digital gift cards. Digital gift cards need to be manually entered in the terminal by viewing the card & PIN number on the customer's cell phone.



In order to be listed as a location who accepts digital gift cards and to receive a POP kit:

- Review the program guide and POS instructions at [clarkbrands.com/giftcards](http://clarkbrands.com/giftcards)
- Download the mobile app and use the free \$3 as a test transaction
- Train employees on accepting gift card

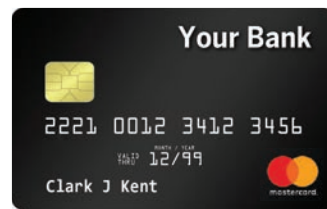
The mobile app is available for download in the Apple App Store & the Google Play Store.

\*Limited time offer

## Mastercard 2 Bin

In 2017, Mastercard announced the introduction of the Mastercard 2-series BIN. These cards have been issued and all merchants are required to accept and support the new 2-series bin range. If your terminal is not set-up to accept the new 2 series bin, you will not only lose the sale, but you can also incur fines, or Mastercard may choose to no longer allow your location to process their cards.

Please contact your local POS systems technician or your POS systems help desk to make sure you can accept the new bin. More information can be found at [clarkbrands.com/merchantguidelines](http://clarkbrands.com/merchantguidelines).



*Bank Identification Numbers (BINs) are the first six numbers that appear on a credit card and can be used to identify the card issuing institution.*

## Clark & Crown Brands Video

Visit [youtu.be/ABNY5choJNw](http://youtu.be/ABNY5choJNw) to learn more about Clark and Crown.



## Anti-Human Trafficking Awareness

Human trafficking happens 365 days a year in every zip code in America. The work must continue if we are going to stop this atrocity. Please watch and share this video - [youtu.be/q6l8nvMtRYo](http://youtu.be/q6l8nvMtRYo)

**Are you safe? Need freedom?**

¿Se siente seguro? ¿Necesita ser libre?

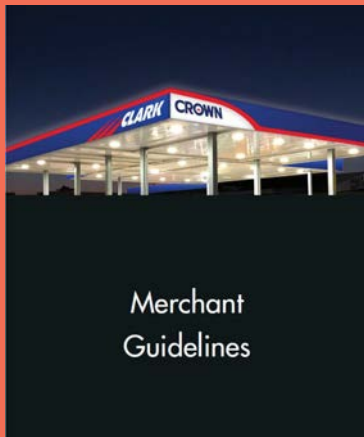
NATIONAL HUMAN TRAFFICKING HOTLINE  
**888-3737-888**  
Text "HELP" to 233733 (BeFree)

 HUMAN TRAFFICKING IN OUR BACKYARD  
[www.NoOneEscapes.org](http://www.NoOneEscapes.org)



## Clark Brands Packs Food for Starving Children

On March 20, Clark Brands volunteered at Feed My Starving Children packing facility in Aurora, IL. Our team packed and sealed bags of food for starving children around the world. We packed a total of 112 boxes alongside other volunteers from the community. Together we packaged enough meals to feed 65 kids for an entire year. To see all the event photos, please take a look at the Clark Crown Facebook Page.



Merchant  
Guidelines

## Merchant Guidelines

A comprehensive and up-to-date overview of network requirements, firewall information and PCI compliance information can be found at [clarkbrands.com/merchantguidelines](http://clarkbrands.com/merchantguidelines).

## Clark Crown Endless Rewards Mastercard®

Clark Brands has eliminated the fee and program cost for accepting the Clark Crown Endless Rewards Mastercard® Program. Clark and Crown marketers and retailers are able to process Clark Crown Mastercard transactions at no cost to them.

Also, we have new Clark Crown Mastercard Point-of-Purchase materials. These new POP items can be ordered by going to [shopclarkcrown.com](http://shopclarkcrown.com). The POP is free, just pay for shipping and handling.

Save Every Mile® with  
the Clark Crown  
Endless Rewards  
Mastercard®



## On The Go Gift Card Program

The On The Go Gift Card is a consumer gift card for use at independent gas stations using Clark Brands Payment Processing.

This program gives small businesses the option to compete with national petroleum chains, increase sales, generate new business and build consumer loyalty.

For more information, contact Michelle McCullum at 877-462-5275, ext. 6 or [mmccullum@clarkbrands.com](mailto:mmccullum@clarkbrands.com).

