

For Immediate Release: September 19th, 2017

ELECTRUM ANNOUNCES NACS EXCLUSIVE OFFER: TOBACCO SCAN DATA WILL BE COMPLIMENTARY FEATURE IN ELECTRUM LOYALTY PACKAGE

Electrum is thrilled to announce they will be providing Tobacco Scan Data as a complimentary feature for those who sign at NACS.

"This is a pivotal moment in the relationship between the c-store and the tobacco industries. C-stores have lucrative data that the Tobacco industry is ready to pay top dollar to utilize. Electrum's loyalty technology allows c-stores to provide that data and make a huge profit, as well as set themselves up for heavy discounts for Tobacco products that can then be used to attract even more loyal customers. We are excited to bring this one of a kind feature to NACS 2017," says Edward Craig, President of Electrum Corporation.



For more information, please contact EVP of Sales Rebecca Burch at bburch@electrumcorporation.com. Exclusive offer expires 11/20/2017.

About Electrum

Electrum offers the c-store industry's most sophisticated, comprehensive and effective turnkey solutions for loyalty, with retailers realizing double-digit gross profit growth annually beginning in year one. Retailers are empowered to provide tailored offerings that effectively and affordably build and maintain customer relationships.



Press Contact: Ali King, aliking@electrumcorporation.com