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YESpay International and Itim software bring Pennies, the electronic charity box to the high street with retailer, The Entertainer

New software developed by [YESpay International](#) and [Itim](#) has been instrumental in the launch of Pennies, the electronic charity box, onto the high street for the first time. Through 57-store children's toy shop chain, [The Entertainer](#), consumers now have the choice to round up their card purchases to the nearest pound and make a micro-donation to charity as they pay. All the money raised goes to charity.

To date [Pennies](#) has been available online with Domino's Pizza and Travelodge, as well as in Zizzi restaurants. Since the first retailer launch in November 2010, 577,000 consumer donations have been made through Pennies, raising £136,000 for a total of 18 UK charities. The majority of the individual donations made have been 10p or less, demonstrating how pennies add up to pounds.

YESpay has incorporated the 'Pennies solution' into its payments software which is supplied to partners and merchants. Itim has integrated the YESpay application with the Itim point of sale and back office software. This additional functionality has enabled The Entertainer to implement Pennies simply and quickly in its stores. It will also make Pennies implementation simple for other YESpay and Itim merchants, allowing them to easily and cost-effectively participate in a growing micro-donation movement which is proving popular with UK consumers and starting to make a difference for charities too.

The majority of the money raised by The Entertainer will be shared equally between four children's hospitals, Alder Hey Imagine Appeal, Birmingham Children's Hospital, Wallace & Gromit's Grand Appeal which fundraises for Bristol Children's Hospital and Great Ormond Street Hospital Children's Charity. The remainder will be divided between ten other UK charities covering a range of causes including the elderly, cancer support and arts & education.

The Entertainer is the largest independent retailer of toys in the UK, with 30 years' experience. The Entertainer is involved with many charities big and small and stores are encouraged to get involved with their local community.

The key features of Pennies are:

- It's affordable – micro-donations of pennies not pounds.
- It's a choice to give - no commitment, no personal details required.
- It's simple and quick to do - a one-touch process to donate.
- It's a private, no hassle decision – the question is asked discreetly on the Chip & Pin machine.

Commenting on the partnership with Pennies, **Chandra Patni, CEO of YESpay International**, commented: “It is a pleasure to bring Pennies, the electronic charity box, to The Entertainer's 57-store high street chain. We are very excited to be part of the micro-donation movement as a key technology partner of Pennies and look forward to helping them expand the electronic charity box to more YESpay partners and merchants.”

Neil Crawshaw, Commercial Manager of Itim, said: “Following the initial success with The Entertainer, we will be strongly urging all our store customers to follow suit and implement this simple way of raising donations for both worthwhile causes and local communities.

Gary Grant, Managing Director of The Entertainer, said: “Pennies fits well with our culture of giving and supporting those less advantaged than ourselves. Our trial in four stores raised over £150 in its launch week, annualised this could raise around £100,000! That's just outstanding and we are grateful and amazed by the acceptance and generosity of our customers.”

Alison Hutchinson, CEO of The Pennies Foundation added: “We're excited at the pace of Pennies development. It is fantastic to launch our first in-store high street experience within the fun and friendly environment of The Entertainer's toy shops. Last year £26 billion* more was spent using debit cards than using notes and coins. The death of cash is not around the corner, but card use is now massive and rising. Pennies makes it possible to give a little to charity by card in the same way that we've traditionally dropped coins into a collecting tin.”

-ENDS-

Notes to Editors:

* Payments Council press release June 2011 (“Debit cards on top with continued spending surge” – date relates to 2010).

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About Pennies:

The Pennies Foundation, a registered charity, has created Pennies, the electronic charity box. We’re all familiar with the idea of dropping our change into the charity box sitting on the shop counter. The electronic charity box is exactly the same idea but it works instead when we pay by card or electronically. That means that it works just as well for online or high-street shopping.

Pennies makes giving to charity easy and affordable for all: customers can simply press ‘YES’ on the Chip and PIN machine in-store, or click the ‘Donate’ button online. The request is for micro-donations – literally a few pennies (1p-99p). The Pennies Foundation then ensures that all the donations are received by the charities named on the virtual tin.

The retailer chooses the charity or charities to benefit from the majority of the amount collected with the remainder split equally across ten other UK charities which cover a range of causes like cancer, children, homelessness and the elderly.

It’s quick: one small step in the payment process, it’s the consumers’ choice and it’s private too. There’s no pressure or commitment to give and every penny goes to charity.

Micro-donations are powerful. There are 43 million card holders in the UK today, and around 1 million card transactions an hour. If the UK’s card holders donated a penny a day, well over £150m would be raised for charity every year.

Pennies launched with its first retailer, Domino’s Pizza in November 2010. Since then The Entertainer, Zizzi and Travelodge have also adopted Pennies and others will launch soon.

The charities supported:

- 75% of the funds raised through The Entertainer will be split between Alder Hey Hospital’s Imagine Appeal, Birmingham Children’s Hospital, Wallace and Gromit’s Grand Appeal on behalf of Bristol Children’s Hospital and Great Ormond Street Hospital Children’s Charity.
- The remaining funds collected in the electronic charity box through The Entertainer and other participating retailers are being distributed to the following ten charities: Carer’s UK, Children’s Hospices UK, Children’s Burn’s Trust, Alzheimer’s Society, Macmillan Cancer Support, NSPCC, Shelter, The Prince’s Trust, RNIB and Youth Music.

About YESpay International Limited:

YESpay, a global card payments service company, provides highly secure Internet, EMV Chip & PIN, contactless and gift card payment processing services to independent and multi-chain merchants. Through [EMBOSS™](#), the YESpay Managed Payment Service, merchants can quickly accept integrated card payments within EPOS, kiosks, hospitality and e-commerce systems with minimal capital investment and low on-going services costs.

EMBOSS is an on-line IP-based payment processing service that has been generically pre-accredited by major Card Acquirers in Europe and North America (including Chase Paymentech, First Data Merchant Service (FDMS), Barclaycard Business, HSBC, HBOS, Lloyds Cardnet, Streamline, Ulster Bank, Elavon, PBS, Amex and Diners).

In addition, the YESpay EMBOSS service is fully end to end certified to Payment Card Industry Data Security Standards (PCI DSS) Level 1 as mandated by Visa and MasterCard. The YESpay EasyV-Suite of card payment products is innovative and cost-effective for EPOS, Kiosk, Hospitality, Mobile and Internet environments. With the YESpay EMBOSS card payment service, merchants can perform card payments in both card-present and card-not-present environments.

For more information, please visit www.yes-pay.com

About Itim:

Itim provides end-to-end Multi-Channel Retail Applications and Insights. Our solutions are designed to help optimise businesses for 21st Century retailing.

Our solutions fall into two major categories; Optimisation Solutions and an end-to-end Multi-Channel software platform called "The Retail Suite"

We are driven by a passionate desire to help retailers improve margins, reduce costs (improving profits) and increase sales. All our solutions are focused on that.

About The Entertainer:

The Entertainer is the largest independent retailer of toys in the UK, with 30 years experience. The first store was opened in Amersham, Buckinghamshire by Gary and Catherine Grant, who are now the proud owners of 57 stores. Experience in buying and selling toys since 1981 is key to the ongoing growth of the company.

About Gary Grant:

After leaving school at 16 with an 'O' level in maths he took a job working in a local bike shop and was soon running it. At the same time he was building up a business buying and selling skateboards. As the skateboard market declined he found that taking out the bearings and selling them on for other purposes was a lucrative sideline.

It wasn't long before Gary's small but significant deals enabled Gary and his wife Catherine to secure the lease on a shop called *The Pram & Toy Bar* in Amersham, despite knowing nothing about either prams or toys! In May 1981, the shop was renamed The Entertainer. Four years later they bought their second shop in Beaconsfield and by April 1991 had opened their third store in a shopping centre in Slough. Having identified a clear and distinctive toy retail proposition, Gary has continued to leverage the unique format through opening more stores to become the UK's largest independent toy retailer with a vision to achieve a five per cent share of the UK toy market.

Gary loves buying toys and is still at the heart of range and product selection for The Entertainer and he ensures that the family-feel nature of The Entertainer is reflected in The Entertainer's product selection. Gary is actively involved in every part of the business and takes a keen interest in The Entertainer's merchandising and store format.

Gary shows a keen interest in people engaged in community support activities and is well known for applying his Christian principles to the way he conducts his personal and business life.

Gary is a social entrepreneur, using his business skills and enterprise to help smaller charities. In 2002, Gary and Catherine founded *Restore Hope Latimer*, a charity aimed at giving children and their families an opportunity to spend special time together in the beautiful Chess Valley in the Chilterns. Gary always enjoys welcoming children to The Entertainer Group's head office near Amersham and has formed a close relationship with several local schools.