

Retail  
Systems awards 2009  
Highly commended

EMPIRE  
CINEMAS

YESPAY

Press Release

**YESpay & Empire Cinemas are "Highly Commended" at *Retail Systems Awards 2009***



**29<sup>th</sup> October 2009** YESpay International Ltd received industry appreciation when it was highly commended at the *Retail Systems Awards 2009* for the category of Cards & Payments Solution of the Year.

The awards, which were held at London's prestigious Grosvenor House Hotel on Thursday October 29<sup>th</sup> by *Retail Systems* magazine, were to give recognition to excellence, commitment and innovation in the field of IT that have taken place in the UK retail sector in the past year.

YESpay was awarded in partnership with multiplex cinema chain, Empire Cinemas, for the implementation of efficient, secure and cost-effective kiosk-based payment processing services throughout Empire cinemas nationwide.

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Empire Cinemas has introduced self-service kiosks for ticket purchasing and collection, supported by YESpay's EMBOSS payment system. Julian Timm, IT Director at the group says: "The kiosks have taken over £800, 000 in a three-month period and have helped increase payment security and reduce queues. This has saved us time and money, and improved the customer service experience."

The award was accepted by YESpay founders Chandra Patni (CEO) and Rohit Patni (EVP Sales & Marketing), as well as Empire Cinemas' Manjeet Sehmi (IT Manager).

Rohit Patni comments: "We are thrilled at the outcome of the Retail Systems Awards. It's great to see the YESpay team receive industry recognition for its efforts in delivering managed payment services within the retail industry, which it has been doing for the past five years."

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**Empire Cinemas:**

In 2005 following their merger into a single conglomerate Odeon and UCI were required by the Office of Fair Trading to divest eleven of their cinema businesses.

In parallel Cineworld and UGC merged and were required by the Office of Fair Trading to divest seven of their cinema businesses.

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As a new UK operator, Empire Cinemas has acquired both groups of cinemas. The flagship site within the new group is The Empire, Leicester Square from which we have taken our name.

Empire Cinemas operate 144 screens across 17 cinemas in the United Kingdom. It will take us time to introduce all of the changes which we believe are required to make your cinema experience truly memorable. However we have made a start and are committed to continue to invest in our cinemas and in our people to ensure that all aspects of your experience are truly compelling.

[www.empirecinemas.co.uk](http://www.empirecinemas.co.uk)

#### **About YESpay**

YESpay is a global payments services company providing highly secure and scalable EMV Chip & PIN, contactless and magnetic credit / debit card, e-commerce and gift card payment processing services to independent and multi-chain merchants. It provides outsourced management payment services anywhere in the world to traditional high street stores, hospitality, leisure, fuel, mail order and web environments.

Through EMBOSS™, its Gateway to Managed Payment Services, merchants can quickly accept integrated card payments within their EPOS tills, kiosks, and hospitality payment systems as well as enhance their websites for on-line payments with minimal capital investment and low on-going services costs. EMBOSS is an on-line IP-based payment processing service that has been preaccredited (generically) by major card Acquirers in Europe and North America (including Barclaycard Business, HSBC, HBOS, Lloyds Cardnet, Streamline, Ulster Bank, Elavon, PBS, Amex and Diners). In addition, YESpay's 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.

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YESpay's EasyV-Suite of card payment products are innovative and cost-effective solutions for EPOS, Kiosk, Hospitality, Mobile and Internet Websites that combine with the YESpay hosted EMBOSS payment service to enable their merchants to perform credit or debit card payments in both card-present and card-not-present environments.

[www.yes-pay.com](http://www.yes-pay.com)