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Miller's Gas Pumps Give Back With RFID ***Retailer launches new rewards program***



NORFOLK, Va. -- Miller's Neighborhood Markets and Miller Marts is offering Miller's Easy Rewards, a free guest rewards club with random rewards, bonus rewards, club rewards and sweepstakes combined.

In October, the first month for the program, there were 23,742 signups, the Norfolk, Va.-based company said.

"The Miller's Easy Rewards card is a great way to be rewarded for shopping at Miller's convenience stores," company president Jeff Miller said. "It is free and quick and easy to use."

Customers are given a thin tag or fob that fits on a key chain. The tag uses radio frequency identification (RFID) to track customer's points, freeing customers from paper punch cards. The use of RFID technology retrieves data through radio transmission and stores in silicon chips within the key fob. It eliminates the need bar codes or swiping—customers wave the card at a designated checkout scanner or at the pump and start earning points.

Miller's gives free gasoline and merchandise to program participants. Customers use their Miller's Easy Rewards tag when purchasing gasoline and merchandise to earn points towards more free fuel and merchandise. By using the tag, customers can get Random Rewards or free stuff. There are also Club Rewards in store, such as getting a free Miller's Choice Coffee after the purchase of five.

The program rewards customers for purchasing items they would normally buy anyway, not just gimmicky promotional merchandise, said the company.

Another advantage of the Miller's Easy Rewards card is no more prepaying for gasoline. Within a few days of signing up, the reward card is activated so customers never have to prepay for gasoline. And when customers pay with cash, debit card or a Shell or BP card at participating locations, they get double points on gasoline purchases. Also, every time they use the Miller's Easy Rewards card, customers are entered in a sweepstakes to win \$1,000 of free gasoline.

Customers can check the number of points they have accumulated in a participating Miller's stores or online.

Miller's Neighborhood Markets and Miller Marts reward locations are in Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Smithfield, Suffolk, Virginia Beach, Williamsburg and Yorktown in the Hampton Roads area of Virginia; the Richmond area of central Virginia; and the Manassas area of northern Virginia.

Miller's Easy Rewards is powered by Norfolk, Va.-based Outside Networks' In-Touch Loyalty Marketing System. Outside Networks is a leader in loyalty marketing technology and services for the convenience retail industry.



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