



## **The OptionPay Payment Card**

October 21, 2014

On October 21, 2014 OptionPay Incorporated made the transition from a third party processor to a Payment Card issuer.

This letter has been prepared to assist consumers in understanding the difference between a third party processor and a payment card issuer, how this affects you as a consumer and Option Pay's positioning in the marketplace.

Customers are now able to use their selected credit card to purchase an OptionPay Payment Card at anyone of our participating merchant's locations for immediate credit towards your bill at that merchant's location. All OptionPay Payment Cards are subject to a load fee. For a complete, detailed listing of OptionPay's Load fees please visit us at <https://www.optionpay.ca/tiered-rate-table.php>

Many Canadian consumers have purchased Visa, MasterCard and American Express gift cards at their local grocery store or convenience store. The OptionPay Payment Card works the same way. Once purchased, you can redeem the card immediately at any retailer that accepts the OptionPay Payment Card.

## **The OptionPay Payment Card was created to establish choice for consumers at retail locations where it did not exist.**

Our primary market are merchants that do not accept credit cards. There are many industries where this has application Insurance, Alberta Registries (capped fee legislation) Taxes (municipal federal income Tax) Professional Services, Membership Dues, and Tuition. By establishing choice in these industries we are empowering consumers to make the payment choice that is right for them.

Thank-You for making the OptionPay Payment Card your choice!

The OptionPay Team