



Hownd and Intercard Announce Promo Redemption Integration

Companies Demonstrate New Platform Link at IAAPA Expo 2021 in Orlando

TEMPE, ARIZONA – November 15, 2021 - Hownd®, provider of a promotional marketing platform that helps attractions and family entertainment centers build better relationships with nearby consumers, and Intercard, the world leader in cashless technology for the Amusements & Attractions industry, have announced new integration that makes it easy for consumers to redeem Hownd promos on Intercard self-service kiosks and point-of-sale (POS) systems.

Merchants can now offer consumers coupons and buy-now promos that can be redeemed for game card credits using the MyHownd mobile app at Intercard stations. This means they no longer have to manually redeem Hownd voucher codes and then set up the game card at the front counter. This new integration is a time-saver for merchants and a great self-service experience for guests.

Hownd merchants make the magic happen by exporting a list of voucher codes from Intercard's system and sharing it with Hownd: Intercard can provide instructions or the merchant can simply provide access to the Hownd Customer Success team. Intercard voucher codes are then used to create game card promotions in Hownd. Once claimed or purchased, the consumer uses the MyHownd mobile app to reveal a QR code that can be used to generate a game card at Intercard readers.

Examples of compelling game card promos include:

- Free \$5 game card on a child's birthday
- Free \$5 game card with the purchase of a voucher for a pizza and soda
- \$25 in game card value for only \$20
- \$5 game card with the purchase of two games of bowling ([using our new BOGO feature](#))

“We love our merchants in the amusements, attractions, and family entertainment industries,” says Brandon Willey, CEO of Hownd. “This new integration makes it easier for the Hownd promo platform to blend seamlessly into an attraction’s existing transaction systems while providing a great experience for consumers.”

“Intercard and Hownd have been on friendly terms for years,” says Scott Sherrod, CEO of Intercard. “It’s great that we now have integration between our platforms that provides value for merchants and consumers alike.”

About Intercard

Intercard, the world leader in cashless technology, has 30+ years of experience and operates in over 4,000 locations including: North America, Canada, Asia, Latin America, Middle East, Europe, Australia,

Africa and New Zealand. Millions of cards, thousands of readers and hundreds of systems later, Intercard continues to provide the best systems in the world.

About Hownd

Hownd is a proven, automated, and effortless ticketing, foot traffic, and revenue-generation platform. It creates profitable customer visits for local brick and mortar retail businesses by delivering their promotional offers to existing and new nearby consumers through the merchant's website, social media, email, the MyHownd mobile app, guest WiFi, digital signage, and third-party channels such as vacation rentals and our publishing partners. Hownd can have a merchant's offers available to nearby consumers in less than 48 hours after signing up. Learn more at hownd.com or call 877-394-2410.