

E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

SIX CARDLINX MEMBERS POWER APPLE PAY LAUNCH

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The much-rumored Apple Pay was unveiled on Tuesday of last week! CardLinX members Total Systems, Bank of America, MasterCard, First Data, Groupon, and American Express played critical roles in the launch of this innovative payments platform. “Apple Pay will change the face of the mobile payments industry,” said Total Systems CEO, Troy Woods.

[Read more about TSYS, First Data, MasterCard, and Groupon >](#)
[Read More about Bank of America and American Express >](#)



CardLinX to Host Panel at Money20/20 on November 3rd

Get ready for Money20/20, one of leading payments and technology conferences where CardLinX made its debut last year. This year we'll discuss “Card-Linking: Moving to Scale,” on November 3 at 1:05 pm. [Read more >](#)

Wall Street Journal and CBS News Feature CardLinX

Who does the major media turn to for insights into one of the biggest announcements in mobile payments? CardLinX's Silvio Tavares explained to the Wall Street Journal how the merchants supporting the Apple Pay's launch are providers of everyday purchases, which will “build the habit and then that's what builds the tipping point.” CBS News then picked-up Tavares' comment “If anyone can do it, Apple can.” [Read more at the WSJ >](#) / [Read more at CBS News >](#)



CardLinX Preps Inaugural Merchant Advisory Council for November 4th



The CardLinX Merchant Advisory Council brings together the leading merchants that participate in, or are about to launch, card-linked offer programs. The upcoming meeting is a chance for merchants to learn about best practices and exclusive card-linking market research, and for them to offer input and guidance to other major card-linking participants. A recurring theme at April's CardLinX Forum was the need for strong communication with merchants—this council creates a venue for that interaction. The inaugural meeting will take place November 4th in Las

Vegas, coinciding with Money20/20. It is restricted to merchants and CardLinX members who have sponsored a merchant for attendance. For more information email info@cardlinx.org.