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TWITTER ACQUIRING CARDLINX MEMBER CARDSRING

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What drove the CardSpring and Twitter deal? The two companies realized they both view “the intersection of payments and digital media as an opportunity to revolutionize how consumers use credit and debit cards.”

CardLinX Comment: Yet another social media heavy-weight see card-linking as a point of convergence for commerce, online activity, and payments technology.

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Bing Offers' Card-Linked Gains Ground

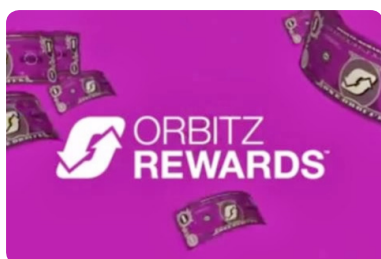
Microsoft's Bing Offers announced that its Card-Linked program has extended beyond Seattle and is now available in Boston and Phoenix. Bing highlighted the simplicity of the program, which allows users to register multiple cards for discounts.

CardLinX Comment: The maturation of this program, which was launched in test mode last fall when CardLinX formed, demonstrates the healthy growth potential in the card-linking market. [Read more >](#)

Global Payments Releases CLO Product

Global Payments' Integrated Solutions division released CustomerBuilder, a feature that can create, distribute, and track digital offers. “Demand for digital offers has never been greater,” said the division's president.

CardLinX Comment: This major payments processor recognizes how much hinges on data use. The product is “an integrated offering allowing software developers to provide powerful marketing functionality to their customers.” Partnerships are key in card-linking! [Read more >](#)



Orbitz Launches Card-Linked Dining Rewards

Orbitz, an online travel site, announced the launch of Orbitz Rewards Dining in conjunction with Rewards Network, a card-linked platform. Members will automatically accrue “Orbucks” at 11,000 restaurants.

CardLinX Comment: Count travel on the list of industries that have a stake in card-linking. Vacation is not a time when people clip paper coupons. Card-linked offers work much better. CardLinX hopes you've enjoyed your summer! [Read more >](#)