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New Amazon Top Up service launches with PayPoint

Welwyn Garden City, 17 August 2017: A new Amazon Top Up service is now available in PayPoint stores, allowing customers to add credit via cash directly from the Amazon app.

Announcing the latest update to Amazon's Top Up offering, **Lewis Alcraft, Commercial Director**, said: "Amazon Top Up makes over 150 million products available to customers who do not have access to online payment methods or want to control their household spending by using cash.

"We're always looking for ways to innovate and add value to our retailers and Amazon Top Up is the latest in a long line of firsts. This service shows that online and offline retailers can work together to take advantage of the substantial growth in e-commerce. "

Amazon are also offering £5 in Amazon retail credit when a customer tops up £20 or more using the Top Up In-Store service*.

There are two easy ways to purchase Amazon Top Ups. You can either request a top up barcode through your Amazon app which you can present at any PayPoint store and pay in cash to update your online account balance. Or, you can request a Top Up amount at the till to get a unique code printed on your receipt to redeem online.

PayPoint retailers can find out more about the offer via their Territory Development Manager or by visiting paypoint.com/amazontopup.

*A limited time offer: one per Amazon customer account. The promotion is available until 31 October, redemption expires on 30 November 2017.

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