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# PayPoint boosts retail channel with appointment of Andrew Goddard

**Welwyn Garden City, 19 July 2012:** PayPoint, the UK's leading retail payments and services network, has strengthened its retail management team with the appointment of Andrew Goddard, who takes on the new role of Retail Director.

Announcing the appointment, Seamus Smith, Managing Director of PayPoint UK & Ireland, said:

“Retail has always been at the heart of what PayPoint is all about, and being a strong voice in support of our retail partners, whether a small independent store or the large multiple groups, is vital for our continued ability to create and deliver on the many opportunities that exist for the convenience sector.

“Andrew’s appointment is the latest in a succession of major investments we have made to deliver real improvements in service provision for retailers. These include innovations such as the new PPOS ‘virtual terminal’ which integrates into retailers’ EPoS systems, MyPayPoint, our new retailer extranet, and PayPoint Rapid, which is already delivering enormous benefits by speeding up transaction times and improving customer service.

“At the same time, we have increased our Field team by 50 per cent, so we now have more than 60 Territory Development Managers and Regional Managers working with retailers day in, day out, helping them to profit from the new technology and schemes we’re introducing and get the most out of the services available through PayPoint to attract more customers to spend money in their stores.

“I am delighted that Andrew has joined PayPoint to bring his experience to lead the transformation of our retailer proposition.”

Andrew Goddard has over 20 years’ senior management experience in the payment and smart cards sectors as well as significant experience in the petrol forecourt retailing business. He joins PayPoint from American Express, where he was responsible for leading and developing strategic partnerships with international banks and retailing organisations. He has also held senior sales and marketing roles at ENOC and Exxon Mobil petrol retailing groups.

Andrew Goddard added:

“Working with PayPoint’s retail partners to create new business opportunities together is a very exciting prospect. As consumers change their habits and demand an ever-growing range of services closer to home and with easy access, by working closely together, we can help retailers to deliver those services, grow their businesses and improve their profitability.”

**ENDS**