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# Top up £40 and get £10 promotional credit with Amazon Top Up in Store at all PayPoint stores

**Welwyn Garden City, 11 May 2018:** Amazon has introduced a new Top Up In Store promotion offering customers **£10 promotional credit for their first top up of £40 or more**. The promotion is available to customers topping up for the first time at any of the 29,000 PayPoint stores nationwide.

Purchasing Amazon Top Ups is simple. Customers can either request a Top Up barcode through their Amazon app, to present at the point of payment at any PayPoint store, or they can request a Top Up amount at the till to get a unique code to redeem online. After completing a Top Up of £40 or more, a £10 promotional credit will be automatically added to the user's Amazon.co.uk account, either via the app or a unique code for redemption.

Commenting on Amazon's Top Up offering, **Lewis Alcraft, Commercial Director of PayPoint**, said:

"We've seen a strong response to Amazon's Top Up in Store service and hope to see customers taking advantage of this new promotion.

"Amazon Top Up in Store is a great example of how PayPoint is continuing to lead the way on developing new products and services that benefit retailers and customers alike. It also shows that online and offline retailers can join forces to benefit from the substantial growth in e-commerce."

PayPoint retailers can find out more about the Amazon Top Up in Store service by visiting: [paypoint.com/amazontopup](http://paypoint.com/amazontopup). Retailers can also download Amazon Top Up in Store social media images to advertise the service to their customers from here: [paypoint.com/socialassets](http://paypoint.com/socialassets).

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## **ABOUT PAYPOINT**

In thousands of retail locations, at home and on the move, we make life more convenient for everyone.

For retailers, we offer innovative and time-saving technology that empowers convenience retailers in the UK and Romania to achieve higher footfall and increased spend so they can grow their businesses profitably. Our innovative retail services platform, PayPoint One, is now live in over 8,000 stores in the UK and offers everything a modern convenience store needs, from parcels and contactless card payments to EPoS and bill payment services. Our technology helps retailers to serve customers quickly, improve business efficiency and stay connected to their stores from anywhere.

We help millions of people to control their household finances, make essential payments and access in-store services, like parcel collections and drop-offs. Our UK network of 29,000 stores is bigger than all banks, supermarkets and Post Offices together, putting us at the heart of communities nationwide.

For clients of all sizes we provide cutting-edge payments technologies without the need for capital investment. Our seamlessly integrated multichannel payments solution, MultiPay, is a one-stop shop for customer payments. PayPoint helps over 500 consumer service providers to save time and money while making it easier for their customers to pay – via any channel and on any device.