



Sales Promotion: September 2006

## Industry News

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### **The New IKYP Mini launces in Asia**

Café de Coral, the world's largest Chinese fast food restaurant group, has become the first client to benefit from the latest addition to the Kyp Systems product range. The iKyp mini is a credit card sized version of the iKyp (information to Keep in your pocket) and was used to promote Club 100, Café de Coral's loyalty scheme.

The Club 100 iKyp mini was handed out to commuters at Hong Kong metro stations to provide an ideal holder for their Octopus Cards - electronic payment cards which are widely used on public transport and in retail outlets, and earn Club 100 points when used in Café de Coral restaurants.