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cadooz Develops Customized Gift Card Solutions for Miles & More

HAMBURG, Germany, April 9, 2015 (GLOBE NEWSWIRE) -- cadooz, a division of Euronet Worldwide, Inc. (Nasdaq:EEFT) and incentive solutions specialist, has added attractive gift card rewards, to its existing program with Miles & More. Program participants can now redeem their accumulated miles for digital gift cards, with as few as 3,000 award miles. The digital gift cards can be redeemed through a variety of participating retailers, such as Douglas, Saturn, iTunes, Spotify and Eventim, and in a wide range of industries, including gaming, music, cosmetics, electronics, music, events, clothing and sports.

The cooperation with Miles & More encompasses not only the concept of the individual gift card solution, but also the entire fulfillment process.

In addition to the selection of digital gift cards for the German market, miles redemption for gift cards is also available for members in Austria, Italy, Russia, the UK, the US, with other European countries following soon.



"We are very excited about the Miles & More partnership and the opportunity for cadooz to apply its expertise to offers in international markets," said Marc Ehler, cadooz's European Managing Director.

"With a Miles & More customer base of more than 27 million, our partnership will provide an opportunity for challenge and accountability, and cadooz is thrilled to showcase its outstanding customer service and consultation expertise," continued Stefan Grimm, Vice President of Sales and Marketing at cadooz.

About cadooz

cadooz GmbH, headquartered in Hamburg, develops tailor-made reward and incentive solutions. cadooz advises all industries and companies of all sizes in new customer acquisition, customer retention and employee motivation. cadooz specializes in the design, implementation and handling of individual gift card collaborations, product rewards, events and incentive processes. The company has 90 employees in two locations and 15 years of experience, serving more than 3,000 business customers. In addition to Miles & More, cadooz has been engaged by other notable clients such as Spiegel Verlag, Spotify, Melitta Kaffee GmbH and ShellClubSmart.

cadooz is also the operator of PAYBACK, the largest rewards program in Germany, and has created well-known gift card brands such as BestChoice, DriversChoice and MovieChoice. Since 2011, Euronet Worldwide, Inc., has been the sole shareholder of cadooz. Euronet is an industry leader in the field of electronic financial transactions and provides solutions to financial institutions, mobile operators and individual retailers. With the epay brand, Euronet markets digital and physical prepaid products worldwide. cadooz and epay form the symbiosis of e-payments and incentive solutions. Together, their businesses combine expertise from secure platform-independent e-payment solutions with innovative marketing concepts.

Visit www.cadooz.com for more information.

About epay

epay, a division of Euronet Worldwide, Inc., is a global prepaid product provider and distribution network, enabling service providers to maximize the sales of their products and services. epay delivers innovative and tailored electronic payment, cash collection solutions including POS systems integration, a full settlement and reporting service and full marketing and distribution service support.

The epay product portfolio includes prepaid mobile top-up, prepaid debit cards, e-wallets, gift cards, digital music and other content, lottery, bill payment and money transfer through its sister company Ria, and transport payment solutions including road tolls and public transport.

epay delivers these products through a worldwide network of approximately 306,000 retailer locations and 681,000 points of sale (POS) across a number of markets including Australia, Austria, Brazil, France, Germany, India, Ireland, Italy, New Zealand,

Poland, Romania, Spain, Switzerland, the UK and the US. Visit www.epayworldwide.com for more information.

About Miles & More

Having started out in 1993 with seven partners from the hotel and car hire sectors, Miles & More is now Europe's leading frequent flyer program, with more than 27 million members. Thanks to 26 Star Alliance partners, seven other Miles & More airline partners and a total of more than 350 partner companies, members can earn miles and redeem them for awards in almost every aspect of their lives on board and on the ground.

Members are also able to earn status miles from many Miles & More airline partners, enabling them to reach the status of Frequent Traveller and Senator. The highest Miles & More status can be obtained with exclusive HON Circle miles. Visit www.miles-and-more.com for more information.

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