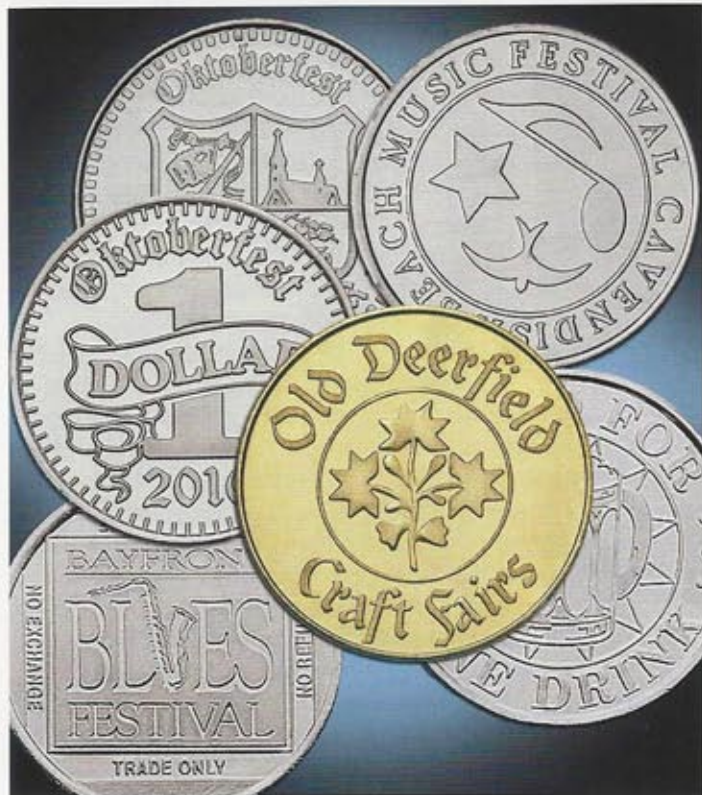


CAROUSEL PRODUCT FEATURE

Custom Carousel Tokens Can Simplify Cash Control and Generate Souvenir Cash Flow



Cincinnati, OH – Tokens, which can be sold at a central location and then used throughout the venue site like cash, simplify cash control for anything from stand alone carousels, to festivals, fairs, and other entertainment venues. Since many of these events are staffed by volunteers or minimum wage employees, having a cashless exchange of goods eliminates employee theft, simplifies transactions, and minimizes accounting errors. Instead of low level employees accepting cash at out-of-sight booths, customers buy tokens at a secure, central location, staffed by trusted employees. The tokens are then redeemed at vendor booths or activity locations throughout the venue.

Unlike paper tickets, durable tokens can be reused season after season, allowing event organizers to amortize their cost over years. Since they are impervious to moisture, tokens can be counted on standard weigh counters – a vast time savings over paper ticket redemption and counting. In addition to the operational advantages of token based events, custom tokens also provide unequalled marketing and branding opportunities.

Tokens can be purchased for pennies and sold for \$1 or more, providing a guaranteed return for venue operators and event organizers. This low cost and high value ratio is heightened when “walkaways” – tokens which are sold but

never redeemed – are included. When minted with venue or event logos, custom tokens have an increased “souvenir appeal,” further increasing the likelihood of unredeemed sales.

In addition to these operational advantages, custom tokens provide significant promotional opportunities. They can be minted with logos, event dates, and other marketing messages, and then easily tied into other promotions. Unlike paper-based products, tokens are very unique. When coupled with a high perceived value, tokens are rarely discarded, allowing them to serve as branding tools for any venue or event. They can be used in memorable mailers to create pre-event excitement – for example, redeem this token for one free admission. Each token is made in the USA and is completely recyclable, making them ideal for “Green” locations and events.

TokensDirect offers hundreds of standard designs which can be easily customized. Their full line of tokens is available online at www.tokensdirectstore.com with factory direct pricing, low minimum order quantities and fast turnaround time on all orders. Hundreds of designs and sizes of stock tokens are available for immediate shipment, while custom tokens can be shipped within 10 business days.

Large or small orders ship from a conveniently located Cincinnati mint, minimizing transit time and cost. Many metals choices are available, including brass, red brass, nickel silver, and aluminum, as well as nickel plating and bright color anodizing.

TokensDirect is a division of Osborne Coinage Co., America’s oldest private mint. For more information, visit www.tokensdirect.com or call (866) 274-0868, or via postal mail to TokensDirect, 2851 Massachusetts Avenue, Cincinnati, OH 45225, or via e-mail at ask@tokensdirect.com.

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