

## **Buyatab Powers Petro Canada's New Petro-Points Redemption Option**

### *Members Can Instantly Redeem Petro-Points for eGift Cards*

Vancouver, BC ([PRWEB](#)) December 02, 2015 -- Buyatab Online Inc., a leading international provider of digital gift card solutions ("eGift cards"), is pleased to announce a partnership with Petro-Canada, a Suncor business, to offer eGift cards as a Petro-Points loyalty program reward option.

Petro-Points rewards customers with points on almost every purchase made at Petro-Canada retail sites. Those points are redeemable for a number of rewards, including eGift cards. With more than 1,450 locations across Canada, Petro-Points is one of Canada's most actively participated in consumer loyalty programs.

"The demand for digital rewards is constantly increasing. By teaming up with Buyatab we are able to respond to this demand." said Marc Goodman, director, loyalty & strategic partnerships, Suncor. "It's important to us that Petro-Points members have the option of redeeming their points for the things they most want. Giving members a variety of eGift cards to choose from is a terrific example of us meeting the needs of our customers".

Petro-Points eGift cards, now powered by Buyatab, offer immediate rewards on demand. The solution provided by Buyatab allows for instant delivery of eGift cards from a number of companies, including, Best Buy and Hudson's Bay Gift Card. The solution also includes Buyatab's industry-leading customer support.

"This new partnership is another great example of how eGift cards are the perfect redemption offering for loyalty and incentive programs," said Matias Marquez, COO and founder of Buyatab, adding, "Users love the convenience of redeeming their points for highly desirable rewards, which they receive instantly without a delay in delivery."

Buyatab-powered eGift cards represent a seamless and mobile-friendly solution for delivering stored value across numerous platforms, from private incentive organizations to leading consumer loyalty programs like Petro-Points.

Best Buy and Hudson's Bay Gift Cards are available now as a redemption option on the Petro-Points website.

### Company information

#### Suncor Energy

Suncor Energy is Canada's leading integrated energy company. Suncor's operations include oil sands development and upgrading, conventional and offshore oil and gas production, petroleum refining, and product marketing under the Petro-Canada brand. A member of Dow Jones Sustainability indexes, FTSE4Good and CDP, Suncor is working to responsibly develop petroleum resources while also growing a renewable energy portfolio. Suncor is listed on the UN Global Compact 100 stock index and the Corporate Knights' Global 100. Suncor's common shares (symbol: SU) are listed on the Toronto and New York stock exchanges.

#### Petro-Canada Retail and Wholesale



Petro-Canada, a Suncor Energy business, operates more than 1,450 retail stations and 250 Petro-Pass wholesale locations nationwide. Petro-Canada's retail loyalty program, Petro-Points™, provides Canadians with the opportunity to earn and redeem rewards. Petro-Canada is proud to be a National Partner of the Canadian Olympic and Paralympic committees, supporting Canadian athletes, coaches and their families for more than 25 years. For more information, visit [petro-canada.ca](http://petro-canada.ca).

## Buyatab

Buyatab is a leading provider of advanced eGift card infrastructure solutions for medium and large-sized businesses. Buyatab provides a seamless solution for eGift cards to be purchased from a merchant's online properties (website, mobile site, Facebook page etc.) and delivered to recipients via email or text message, leveraging the rapid growth in mobile device and social media usage and with full compatibility to mobile wallets like Apple's Passbook. With clients in the United States, Canada, and Asia, Buyatab provides eGift card services to merchants in a wide variety of sectors including retail, hospitality, restaurant, shopping, hotels and others. <http://www.buyatab.com>



**Contact Information**

**Maddie Holeksa**

Buyatab Online Inc

<http://www.buyatab.com>

+1 6046783233

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