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ZONAL'S PARTNERSHIP WITH DIGITAL CHARITY BOX WILL TURN PENNIES INTO POUNDS

Zonal Retail Data Systems has teamed up with Pennies, the digital charity box, to offer customers the opportunity to raise additional sums for their chosen charities.

Pennies allows consumers to round-up or top-up their card transactions with the small digital change going to good causes. And in the five and half years since it was founded in the UK, Pennies has raised over £7million for more than 200 good causes across the country.

Zonal's chief executive Stuart McLean said: "Being part of the hospitality industry we fully appreciate how charity fundraising sits at its very heart, so for Zonal it makes perfect sense to offer Pennies technology as part of our EPOS solutions."

Already being used by high street hospitality brands such as Adnams, Ask Italian, Zizzi and Drake & Morgan, the partnership with Zonal will broaden Pennies reach.

Alison Hutchinson CBE, CEO of Pennies said: "The hospitality sector is a key area for Pennies to reach thousands more customers, offering them a chance to give their small change a big purpose. Pennies is now proven with many hospitality brands and we are therefore thrilled to partner with Zonal, the number one technology provider to this industry, who will help us unlock enormous new giving potential for UK charities."

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About Zonal Retail Data Systems:

Zonal is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 36 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

About Pennies:

- Pennies is the digital upgrade of the traditional charity box, enabling customers to donate a few pence to charity at the point of sale when paying by card; whether in-store, online or in-app.
- Current members of the Pennies family include Domino's Pizza, Topps Tiles, The Entertainer, Screwfix, Notcutts and The Fragrance Shop; as well as a growing number of partners in the service industry including Rontec petrol forecourt convenience stores.
- Pennies' micro-donations are data-free, quick, and a choice every time. The retailer chooses the charity that its customers can support. No data is collected, and there is no follow up; it really is about dropping a few pence in a charity box – but via a debit or credit card.

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