



(PRLEAP.COM) NORTHFIELD, NJ - September 20, 2013 - Preferred Market Solutions, LLC, a leading provider of **Loyalty Program Software** throughout the U.S., Canada and abroad (<http://www.preferredpatron.com>), announced today the release of version 10 of their loyalty technology, Preferred Patron[™]. This software release delivers new functionality to a broad range of businesses that will help reinforce their presence in the market place.

"With the release of version 10, we continue to build on our ever-more popular Preferred Patron[™] technology platform," said Brett Perlman Managing Member and Chief Marketing Officer of Preferred Market Solutions, LLC. This new release focuses on availing more feature capability to the merchant while simplifying the user interface. This is accomplished by seamlessly concealing features that are not relevant to each merchant while implicitly enabling those features that are, based on context. "We have received very positive feedback during our preliminary showings and are pleased we are able to make life that much easier for our merchants, all the while, adding some very powerful new features", says Brett.

The new features that have been added to version 10 will have a dramatic impact on how businesses interact with their customers, reinforcing a positive customer experience with each merchant. The end result is a more powerful system, tailored for both the merchant and consumer.

Perhaps the most exciting new feature in Preferred Patron[™] 10 is the Loyalty Items panel. This feature truly expands the system's capabilities, reshaping the limits of what is possible with a loyalty rewards program.

FEATURE HIGHLIGHT - LOYALTY ITEM The new Loyalty Items panel brings POS to loyalty! "While we make no claims to be a point-of-sale system, Loyalty Items are clearly a concept taken from that arena", says Brett. Essentially, with Loyalty Items, a merchant can now define a multi-level item menu, much as they would in a point-of-sale program, and associate a point value to each item. This provides an immense advantage over a strictly cash for points rewards program. "Every dollar spent is no longer considered equal", says Brett. A merchant may choose to associate a higher or lesser point value than the standard earning rate to specific products or services they offer, allowing them to promote certain products over others. Additionally, businesses that need a rewards system that is not based on monetary spend now have that solution. For example, a Dentist may issue points for a clean checkup; an accomplishment that does not necessarily equate to dollars spent or quantity of visits.

Written by Australian Business

"This is a very exciting time for us as we continue to demonstrate our commitment and ability to provide cutting edge technology into the loyalty arena," says Brett. "These latest enhancements to the software will have a dramatic effect on both our large and small businesses alike, enabling them with the tools necessary to stay in front of the competition."

PREFERRED MARKET SOLUTIONS, LLC Founded in 2004, Preferred Market Solutions is a leading provider of Loyalty Program and Rewards Program Software and Services. The company offers cutting-edge loyalty technology and services to loyalty resellers and clients world-wide. Industries served include retail, hospitality & hotel, restaurant, automotive, healthcare, dentistry, orthodontics, cosmetics & aesthetics, café, bar & pub, resort, golf & country club, salon & spa, gas station & car wash, college & university, health & fitness and entertainment. To find out more about Preferred Market Solutions Loyalty Software Program and Rewards Software Program and Services, please call 1-800-531-1108 or visit www.preferredpatron.com

You can find additional information about the Preferred Patron™ **Loyalty Software Program and Rewards Software Program**

and view screen shots by visiting our web site

http://www.preferredpatron.com/pms_screenshots.asp

or calling (800) 531-1108 ext. 1

Brett Perlman, Preferred Market Solutions, LLC Telephone: (800)531-1108 ext. 1 pms_inbox@preferredpatron.com

www.preferredpatron.com

Preferred Market Solutions, LLC P.O. Box 692 Northfield, NJ 08225 (800)531-1108 ext. 1