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## Touch 'n Go-Es Beyond The Roads

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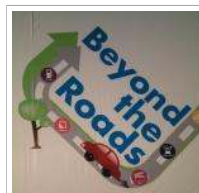


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- Touch 'n Go launches marketing push to boost merchant outlet uptake and sales numbers for its electronic payment system
- Roadshows to take place around shopping malls



Malaysia - Touch 'n Go has launched a marketing drive 'Beyond the roads' to stimulate the number of merchant outlets taking up its Electronic Payment System (EPS) as it attempts to grow the figure to 1500 by the end of this year.

The news coincides with the company's announcement that KLCC has become the latest parking facility to join Touch 'n Go's cashless electronic payment network.

'Beyond the roads' will see roadshows take place within two weeks at shopping malls around Kuala Lumpur to introduce its electronic purse service. At this stage, roadshow venues and times are not known. Prior to the launch, buntings have been placed around KLCC with creatives handled by Creative Paramedics.

Touch 'n Go recently equipped 157 merchant outlets in Klang Valley and along the North-South Highway with its payment facility. Its participating retail partners are Burger King and Dunkin Donuts.

It hopes to achieve a sales target of one million cards sold by year's end.

Teras Teknologi is the system supplier for Touch 'n Go.

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