

Media Release
For Immediate Release
8/05/14

End the paper trail with digital receipts

It's time for a new system for keeping track of our purchases. Our recent 'crowd-speaking' campaign reached an audience of almost 100,000 people on social media. The campaign was designed to let the banks know that people are ready for an end to paper receipts. Just like 'crowdfunding' revolutionised the way we fund projects by capitalising on social media, new 'crowdspeaking' tools such as Thunderclap are allowing ideas to be spread en masse.

EFRTS (pronounced 'efforts') is the logical solution for keeping your receipts safe and easily accessible, and it could revolutionise receipts the way EFTPOS did for payments. EFRTS allows the customer's bank to store receipts electronically using the bank's existing online payment system. In this way, all of your purchase information will be stored in one place – your online bank account, which is safe, secure and private.

Each year millions of trees are cut down to produce paper receipts, wasting huge amounts of oil and water in the process. Harmful chemicals such as Bisphenol A (BPA) are found in many receipt coatings and has been linked with serious health problems. EFRTS makes sense for simplifying our already complicated lives, and reduces the environmental impact and health risks associated with paper receipts.

Proof of purchase and warranty information need never be misplaced again. Imagine how much easier tax time would be if you didn't have to sort through hundreds of fading pieces of paper each year.

With EFRTS, your receipts will always be available to you if and when you need them, and you won't need to give out any personal information.

Right now, EFRTS is just an idea. To make it a reality, please visit our web site at www.EFRTS.com and show your support by liking us on facebook or following on twitter and let the banks know that you are ready to step into the digital age.

For more information on EFRTS:

- View video: <http://youtu.be/NIOL6tQ9wgE>
- Visit our website: <http://www.efrts.com/>
- Follow us on Facebook: <https://www.facebook.com/pages/End-Paper-Receipts/515928891838642>
- Visit our company web site at www.receiptreliance.com

Mark Johnson is available for interviews.

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