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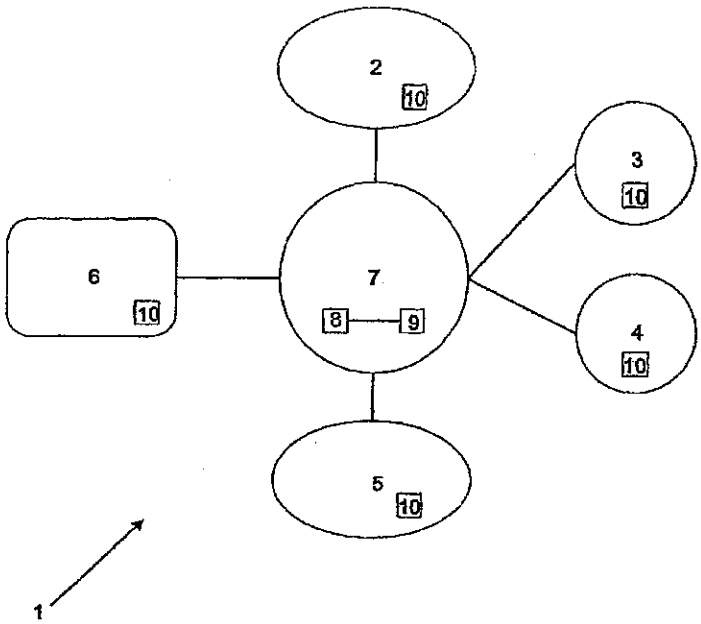
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(54) Title: A METHOD OF PROVIDING INCENTIVES TO CUSTOMERS



(57) Abstract: A method of providing incentives for customers to purchase goods or services from amongst a network of vendors including the step of providing a customer with a reward whenever the customer meets a reward criteria of a rewarding vendor, wherein the said reward is redeemable by a redeeming vendor in the network when the customer meets a redemption criteria of the said redeeming vendor, whereby, the redemption of the reward results in the redeeming vendor providing the customer with a further reward.

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