Abstract

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A server (5) references point management data (15) to extract a point balance (111), a point expiration date (113) corresponding to a card number (101) sent from a computer (7), for sending to the computer (7) along with goods data (25). The server (5) references the goods data (25) to extract exchange points (161) corresponding to goods ID (163) sent from the computer (7), and send them to calculate an after-goods exchange point balance ((point number (111)) - (exchange points (161))). If (after-goods exchange point balance) < 0, then deficit points are displayed to the computer (7) to encourage the purchase points . The server (5) sets a unit sale price of points based on member data (13), point sale data (23) and the like to prepare a point sale price list and send them to the computer (7). The server (5) updates point purchase data (19), point history data (17), the point management data (15) according to the number of purchased points sent from the computer (7).