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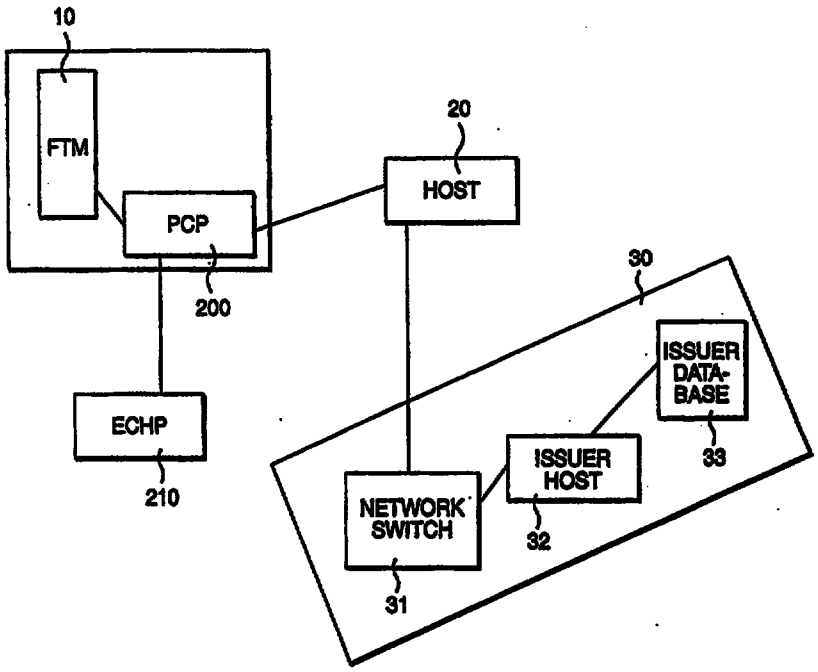
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(54) Title: AN IMPROVED PROMOTIONAL FINANCIAL TRANSACTION MACHINE METHOD



(57) Abstract

An improved promotional financial transaction machine method which includes the steps of determining whether a patron's transaction at the financial transaction machine qualifies for a promotional offer; performing transaction–specific promotional processing if the patron's transaction qualifies for a promotional offer; selectively printing a promotional receipt from the financial transaction machine by a variable print–on–demand process if the patron's transaction qualifies for a promotional offer, wherein the promotional receipt includes a patron–interactive promotional section; and providing the promotional receipt to the patron.