CLAIMS:

1. A method for implementing a loyalty program that allocates and awards rewards to a cardholder comprising the steps of:

providing a display terminal that advertises a good or service and is locatable in an area that is accessible by a potential purchaser of the good or service;

capturing data from a card proximate the display terminal;

retrieving data associated with the display terminal wherein the data comprises merchant or terminal identification parameters;

comparing a portion of the data to information contained within a first database to determine the eligibility of the card;

transmitting the data from the card and data associated with the display terminal to a receiver in response to the determination of the eligibility of the card;

allocating a reward selectively to the cardholder by matching a portion of data captured from the card and by matching a portion of data associated with the display terminal with information contained ~~based on data received at a receiver and data~~ within a second database;

validating the card based on data received at a receiver and on data within a third database;

awarding the allocated reward in response to the determination of the validity of the card; and

notifying the cardholder of the allocated reward.

2. The method according to claim 1 wherein the display terminal comprises a printed poster.

3. The method according to claim 1 wherein the display terminal comprises a digital poster.

4. The method according to claim 1 wherein the data from the card comprises a primary account number.

5. The method according to claim 4 wherein the data from the card further comprises a bank name.

~~6. The method according to claim 1 wherein the data associated with the display terminal comprises merchant identification parameters.~~

~~7. The method according to claim 1 wherein the data associated with the display terminal comprises terminal identification parameters.~~

~~8. The method according to claim 1 wherein the step of allocating the reward comprises:~~

~~retrieving the transmitted data received at the receiver; and~~

~~matching a portion of the data captured from the card with information contained within the second database.~~

~~9. The method according to claim 8 further comprising the steps of:~~

~~matching a portion of the data associated with the display terminal with information contained within the third database.~~

~~10.~~6. The method according to claim 1 wherein the step of validating the card comprises:

retrieving the transmitted data received at the receiver; and

matching a portion of the data from the card with information contained within the third database.

~~11.~~7. The method according to claim ~~10~~ 6 further comprising the step of:

notifying the cardholder about the invalidity of the card in response to the matching of a portion of the data from the card with information contained within the third database.

~~12.~~8. The method according to claim 1 wherein the step of awarding the allocated reward comprises:

performing a search within a second database to determine the availability of an existing entry associated with the cardholder.

~~13.~~ 9. The method according to claim ~~12~~ 8 further comprising the steps of:

adding the allocated reward to the existing entry in response to the determination of the availability of the existing entry within the second database.

~~14.~~ 10. The method according to claim ~~12~~ 8 further comprising the steps of:

creating a new entry associated with the cardholder within the second database in response to the determination of the lack of an existing entry associated with the cardholder; and

adding the allocated reward to the new entry.

~~15.~~ 11. The method according to claim 1 wherein the step of notifying the cardholder comprises:

generating a notification template about the reward;

obtaining details of the cardholder from the second database; and

forwarding the notification template to the cardholder.

~~16.~~ 12. The method according to claim ~~15~~ 11 wherein the step of forwarding the notification template to the cardholder comprises telephonic means.

~~17.~~ 13. The method according to claim 1 further comprising the step of redeeming the allocated reward at a participating merchant.

~~18.~~ 14. The method according to claim ~~17~~ 13 wherein the step of redeeming the allocated reward comprises:

capturing data from a card proximate a terminal associated with the participating merchant;

comparing the data with information contained within the second database to determine availability of the allocated reward;

informing the cardholder about the availability of the allocated reward in response to the determination of the reward being available;

allowing the cardholder to determine the redemption of the allocated reward; and

removing the redeemed reward from the second database in response to the cardholder redeeming the allocated reward.

~~19.~~15. A system for implementing a loyalty program that allocates and awards rewards to a cardholder comprising:

a display terminal locatable in an area that is accessible by a potential purchaser of a good or service, the display terminal configured to advertise the good or service;

a reader configured to capture data from a card proximate the display terminal and to retrieve data associated with the display terminal wherein the data associated with the display terminal comprises merchant or terminal identification parameters;

a module operatively coupled to the reader, the module configured to compare a portion of the data from the card with information contained within a first database to determine the eligibility of the card;

a transmitter operatively coupled to the display terminal, the transmitter configured to transmit the data from the card and the data associated with the display terminal to a receiver in response to the determination of the eligibility of the card;

a receiver operatively coupled to a first host, the first host configured to selectively allocate a reward to the cardholder by matching a portion of data captured from the card and by matching a portion of data associated with the display terminal with information contained within a second database;

a receiver operatively coupled to a second host, the second host configured to determine the validity of the card;

the first host further configured to award the allocated reward in response to the determination of the validity of the card; and

a communications module operatively coupled to the first host, the communications module configured to instantaneously notify the cardholder of the allocated reward by telephonic means.

~~20.~~16. The system according to claim ~~19~~15 wherein the display terminal is a printed poster.

~~21.~~17. The system according to claim ~~19~~15 wherein the display terminal is a digital poster.

~~22.~~18. The system according to claim ~~21~~17 wherein the reader comprises a radio frequency receiver for capturing data within a predetermined interrogation zone around the display terminal.

~~23.~~19. The system according to claim ~~19~~15 wherein the data from the card comprises a primary account number.

~~24.~~20. The system according to claim ~~23~~19 wherein the data from the card further comprises a bank name.

~~25. The system according to claim 19 wherein the data associated with the display terminal comprises merchant identification parameters.~~

~~26. The system according to claim 19 wherein the data associated with the display terminal comprises terminal identification parameters.~~

~~27. The system according to claim 19 wherein the first host is configured to match a portion of data captured from the card with information contained within a second database.~~

~~28. The system according to claim 27 wherein the first host is further configured to match a portion of the data associated with the display terminal with information contained within the second database.~~

29.21. The system according to claim 19 15 wherein the second host is configured to match a portion of the data from the card with information contained within a third database.

30.22. The system according to claim 29 21 wherein the second host is further configured to notify a user about the invalidity of the card in response to the matching of a portion of the data from the card with information contained within the third database.

31.23. The system according to claim 19 15 wherein the first host is configured to perform a search within a second database to determine the availability of an existing entry associated with the cardholder.

32.24. The system according to claim 31 23 wherein the first host is further configured to add the allocated reward to the existing entry in response to the determination of the availability of the existing entry associated with the cardholder within the second database.

33.25. The system according to claim 31 23 wherein the first host is further configured to create a new entry associated with the cardholder within the second database in response to the determination of the lack of an existing entry associated with the cardholder.

34.26. The system according to claim 33 25 wherein the first host is further configured to add the allocated reward to the new entry.

35.27. The system according to claim 19 15 wherein the communications module is configured to generate a notification template about the allocated reward, to obtain details of the cardholder from the second database, and to forward the notification template to the cardholder.

~~36.~~28. The system according to claim ~~19~~ 15 further comprising a merchant terminal, the merchant terminal configured to redeem the allocated reward at a participating merchant.

~~37.~~29. The system according to claim ~~36~~ 28 wherein the merchant terminal is configured to:

capture data from a card proximate the merchant terminal;

compare the data with information contained within a second database operatively coupled to the first host to determine the availability of the allocated reward; and

to inform the cardholder about the availability of the allocated reward in response to the determination of the allocated reward being available.

~~38.~~30. The system according to claim ~~37~~ 29 wherein the merchant terminal is further configured to allow the cardholder to determine the redemption of the allocated reward.

~~39.~~31. The system according to claim ~~38~~ 30 wherein the merchant terminal is further configured to remove the allocated reward from the second database in response to the cardholder redeeming the allocated reward.

~~40. The system according to claim 19 wherein the first host and the second host comprises a single server.~~