

## Global Reward Solutions now offers Mobile Top-up to reward program members.

NEWS RELEASE: August 31, 2015. Global Reward Solutions, the world's leading cloud-based reward management platform for loyalty and recognition programs, is now offering [Mobile Top-up](#) as a reward option. Global Reward Solutions is one of the first global reward providers in the world to offer Mobile Top-up.

"Mobile Top-up provides a very attractive reward option with high perceived value," says David Peer, VP Global Merchandising, Global Reward Solutions. "Simply by engaging with our Global Reward Solutions platform, customers can easily deploy it anywhere in the world."

Mobile Top-up appeals to prepaid mobile phone users who purchase credit in advance for their phones and top up their time as needed. It's a highly desirable reward in countries that rely almost exclusively on prepaid mobile phone usage such as Latin America, Northwestern and South-Eastern Europe, Asia Pacific, Middle East, Africa and emerging countries.

With Mobile Top-up from Global Reward Solutions, members can instantly add minutes to any mobile phone in over 100 countries and from 200 carriers. They can add minutes to their own phones or send international minutes to family and friends around the world.

Companies can run their reward program through Global Reward Solutions and provide access to Mobile Top-up within the company's new GRS Storefront application or they can simply connect to the company's Mobile Top-up APIs and start distributing them within their own platform.

For more information, contact: Dave Peer, VP Global Merchandising, Global Reward Solutions 1.866.451.2225 ext. 289 | [dpeer@globalrewardsolutions.com](mailto:dpeer@globalrewardsolutions.com) | [www.globalrewardsolutions.com](http://www.globalrewardsolutions.com). For more information about the size and forecasts for Wireless Markets worldwide, download our White Paper: [Wireless Market Statistics 2015](#).



### About Global Reward Solutions

[Global Reward Solutions](#) (GRS®) is the world's leading cloud-based reward management platform addressing the local and global needs of point-based and e-commerce solution providers. At GRS we never stop innovating new ways to simplify the effectiveness of our global reward management solution while delivering the coolest stuff *anywhere* on the planet.