



## Cumberland Farms sells \$1 billion in gas through SmartPay

**Cumberland Farms has sold \$1 billion in gas through its SmartPay program since launching it in January 2013.**

Over the last year transaction volume has more than doubled and continues to grow, making SmartPay Check-Link the most popular payment method at the pump at the Cumberland Farms gas stations.

"Two years ago, SmartPay was an entirely new concept, so it's incredible to see that we have already hit the \$1 billion mark in terms of sales through the program," said Dave Banks, Cumberland Farms' Chief Information Officer.

Available as both a payment card and a mobile payment app, the program is free to join and free to use – and users automatically save 10 cents on every gallon of gas when they fill up.

"We have saved our customers more than \$33 million on gas to date with SmartPay - and they absolutely love it. We're seeing thousands of new customers join SmartPay every week, most of which are from word-of-mouth referrals by existing customers," added Banks.

After the initial success of SmartPay, Cumberland Farms launched SmartPay Business in July 2014, dedicated for entire fleet vehicles.

"I have eight trucks on the road every day, and SmartPay allows all of my technicians the ability to easily fill up on the road through the app. The program has already saved my business more than \$3,000 in the last year or so," explains Jennifer Jordan, Owner of Wildlife Extractors.

Cumberland Farms, which owns around 600 stores, has been involved in a major overhaul of its network since 2009 pursuing a modernized architecture and design, also adding more gas pumps.