



USA: 7-Eleven gives unbanked access to online shopping with Amazon Cash

Online shoppers who don't have a credit card, or prefer not to use one for purchases, can now use Amazon Cash at almost 8,000 7-Eleven stores in the U.S.

Consumers will now be able to top-up their Amazon balance at 7-Eleven stores across the U.S.

To load money into their Amazon account, customers present their personalized Amazon barcode to a 7-Eleven cashier along with the money they wish to load. That amount of Amazon Cash will immediately appear in their online Amazon account and be available for use.

"7-Eleven constantly updates and introduces new forms of payments to respond to continued shifts in customer preferences, life styles, and adoption of new technologies," said Tony Stapleton, 7-Eleven senior product director.

International retailer 7-Eleven began offering online shoppers in-store conveniences five years ago when it installed bright yellow Amazon Lockers at select locations for package deliveries.