

New Ster-Kinekor Absa partnership offers rewards

Joining Discovery and Edgars, Absa clients are the latest to get benefits from Ster-Kinekor. It announced on Wednesday, 9 September 2009, that moviegoers get a 10% discount every time they use their Absa debit, cheque or credit card to pay for movie tickets at any Self-Service Terminal (SST) inside cinema complexes.

This adds to the current Absa Rewards Programme, which offers rebates based on point-of-sale spend at a host of partners, as well as a wide range of redemption options and benefits. These bonus benefits include access to qualified teachers, legal assistance and car breakdown services.

"We are always on the lookout for ways, by which we can give our customers better value for their money. The inclusion of the Absa Rewards Partnership complements our existing relationship with Edgars Club and Discovery Vitality," comments Elizabeth Lee-Ming, CRM marketing manager for Ster-Kinekor Theatres.

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