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Cartwheel Register Mobile Checkout App Begins Beta Testing

*Fifteen Dallas-area Merchants to use App in Live
Action During Holiday Shopping Season*

DALLAS—Dec. 4, 2013—The lives of 15 Dallas-area merchants are about to get a lot easier this week as they pilot test Cartwheel Register, a free mobile checkout app that provides an intuitive and secure store system while creating a cool, next-generation shopping experience for customers.

Merchants in the pilot include gift shops, cafes, clothing boutiques, bakeries, caterers, food trucks and salons throughout the city and surrounding areas. Each business will use Cartwheel Register to perform credit, debit, cash and Skip Wallet transactions.

“We chose Dallas for our beta not only because it’s our home, but also because it provides a unique retail environment and diverse consumer base,” said William Cervin, co-founder and CEO of Tantrum Street. “Cartwheel Register gives merchants true checkout freedom through a beautifully simple interface and cutting-edge mobile technology. All they need are their smartphones and our free app to accept transactions anywhere in their store—no card swipers or dongles required.”

Cartwheel Register combines a next-generation store system, full-stack payments and a powerful social good marketing message to customers. With Tantrum Street’s patent-pending number recognition technology, the app uses a smartphone or tablet’s camera to instantly read a consumer’s credit card number. It then encrypts, tokenizes and transmits that information directly to the appropriate payment processors. Cartwheel Register never takes a picture of the card, and no card or primary account number information is ever stored on the device.

Through the exclusive use of Cartwheel Register, merchants benefit from automatic PCI Compliance. Tantrum Street secures all data and transactions with encryption and “triple tokenization” methods and is certified PCI DSS 2.0 Level 1 compliant.

Cartwheel Register will initially be available only for iOS devices, with availability on Android and other mobile platforms in the first half of 2014. Companies can join Cartwheel Register’s invitation list at www.tantrumstreet.com and enter a chance to win free transactions throughout 2014.

About Tantrum Street

Dallas-based Tantrum Street combines the convenient freedom of mobile with insights and social enterprise to improve daily relationships between businesses and consumers. With this mission, Tantrum Street has built a modern, cloud-based data and payments platform that powers its three products: Cartwheel Register, a free app that accepts payments and runs small businesses; Handshake, enterprise middleware enabling mobile interactions and payments for governments and existing POS infrastructure; and Skip Wallet, a free digital wallet and app for consumers. By combining camera

capture technologies with an accessible cloud backend, their developer-friendly platform provides complete freedom from traditional payment hardware, software, and accessories. Tantrum Street is also an integral member of Good Returns, a social enterprise network which facilitates impactful microloans to small businesses in the U.S. and abroad. For more information, visit www.tantrumstreet.com.

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