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Deep Ellum Merchants Can Receive Free Transactions by Using Cartwheel Register App

Mobile Checkout iOS App Available in Early April, Will Be Featured at Deep Ellum Arts Festival

DALLAS—March 20, 2014—They say nothing beats free, and that’s exactly what merchants and small business owners in Dallas’ Deep Ellum neighborhood will get. Tantrum Street is offering free transactions for Deep Ellum merchants who use Cartwheel Register, a new app that eliminates the credit card swiper and gives newfound freedom to small business owners.

[Cartwheel Register](#), together with Skip Wallet, is the world’s first software-only complete store system connecting businesses with their customers. With Cartwheel Register, small business owners don’t need point-of-sale terminals, swipers or special hardware of any kind to fully run their business. At checkout, they simply use their mobile device’s camera to securely read the customer’s credit or debit card. Among many other features, Cartwheel Register also connects wirelessly to remote printers and cash drawers for cash payments.

Skip Wallet is a cloud-based digital wallet for consumers that enables the most secure, cardless checkout experience with a built-in social good mission. Skip Wallet checkouts work with or without a phone present, giving customers the ability to simply use their Payname and PIN to complete transactions.

Following a private beta test in the Dallas area, the apps will launch on the Apple App Store in early April. They will also be the official checkout apps of the Deep Ellum Texas Village at the [Deep Ellum Arts Festival](#), April 4-6, which draws more than 100,000 people each year.

“Deep Ellum is our home, and as we launch our products nationally, we want to give back to our community,” said William Cervin, co-founder and CEO of Tantrum Street. “There’s real excitement and entrepreneurship here. We want to help drive new, sustainable businesses to open in Deep Ellum and share in the growth of this historic neighborhood.”

Tantrum Street’s apps give merchants and consumers the unique ability to “Pay Forward” through their partnership with [Good Returns](#), a social enterprise network that funds microloans and promotes sustainable job creation in the US and around the world.

Through Good Returns, Tantrum Street enables communities like Deep Ellum to organically raise money at each Skip Wallet purchase. These Skip Wallet “Sparks” raised by everyday purchases at local businesses spend one year of service in Good Returns before cycling back as new capital to improve the originating community. The more customers pay with Skip Wallet at local businesses using Cartwheel Register, the more the community benefits. This can easily amount to tens of thousands of dollars annually.

Cartwheel Register and Skip Wallet are available for iOS devices, with Android and Windows Phone availability planned for later this year.

Sign up your business now at tantrumstreet.com. Official promotion rules and more information about the Deep Ellum Good Returns+ program will be available soon at tantrumstreet.com/howdydeepellum.

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 imaging 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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