



Points Powers JetBlue's TrueBlue Expansion in Dominican Republic Through Partnership with Domino's Pizza

Powered by Points Loyalty Commerce Platform, Domino's Puntos Members Can Effortlessly Exchange Domino's Currency into TrueBlue Points

TORONTO, September 13, 2016 – [Points](#) (TSX:[PTS](#)) (Nasdaq:[PCOM](#)), a global leader in loyalty currency management, today announced a new initiative to expand JetBlue loyalty points in the Dominican Republic through a partnership with Domino's Pizza. Through the Points Loyalty Commerce Platform, members of Domino's Puntos, the newly introduced loyalty program for Domino's Pizza in the Dominican Republic, can redeem Domino's Puntos for JetBlue TrueBlue points.

"This partnership signifies our commitment to represent our partners and expand our services in new markets," said Rob MacLean, CEO of Points. "We're excited to launch our second initiative in the Dominican Republic, and we're honored to unite our long-time partner JetBlue and their TrueBlue loyalty program with Domino's Puntos. This partnership will add tremendous value to members of both programs."

"JetBlue is the Dominican Republic's largest airline, with more flights in and out of the country than any other carrier. We are excited to offer even more opportunities for our Dominican TrueBlue members," said Scott Resnick, director loyalty marketing, JetBlue. "Our new partnership with Domino's Dominican Republic provides an additional and tasty option for TrueBlue members to earn loyalty points."

Domino's Puntos are transferable to TrueBlue points at a 1:1 ratio. In addition to making it easier to earn TrueBlue points, leveraging Points' technology will significantly reduce the amount of work required by members to create, validate and append TrueBlue info to their Dominos Puntos account, enhancing redemption availability for all program members. Domino's Puntos also offers special discounts, exclusive promotions and the opportunity to earn double points when ordering online. Details of the program can be accessed through puntos.dominos.com.do.

Points Business Solutions is the industry's only single-source distributor of multiple loyalty currencies to multi-billion dollar merchant partners. Points has established long term partnerships with loyalty currencies to act as a natural line extension of their merchant partner management team. Points takes the lead in strategy, business development activities and merchant engagement, and powers the connection between loyalty programs and new

merchant partners of all sizes. Through Points, merchant partners have transactional access to 18 of the world's best loyalty currencies and their 300 million members, enabling any business to award its own customers with loyalty points and miles from some of the world's top brands.

Points' Loyalty Commerce Platform is a world leading open eCommerce platform that offers transaction-level opportunities to power services that allow loyalty programs to drive increased revenue and member engagement. Along with powering a range of private label services for individual loyalty programs, it seamlessly integrates loyalty into everyday transactions, delivering personalized, relevant value to millions of consumers.

To learn more about Points, visit [Points.com](https://www.points.com).

About Points

[Points](https://www.points.com), publicly traded as Points International Ltd. (TSX:PTS)(Nasdaq:PCOM), provides loyalty eCommerce and technology solutions to the world's top brands to power innovative services that drive increased loyalty program revenue and member engagement. With a growing network of over 50 global loyalty programs integrated into its unique Loyalty Commerce Platform, Points offers three core private or co-branded services: its Buy Gift and Transfer service retails loyalty points and miles directly to consumers; its Points Loyalty Wallet service offers any developer transactional access to dozens of loyalty programs and their hundreds of millions of members via a package of APIs; and its Points Travel service helps loyalty programs increase program revenue from hotel bookings, and provides more opportunities for members to earn and redeem loyalty rewards more quickly. Points is headquartered in Toronto with offices in San Francisco and London.

For more information on Points, please visit [www.Points.com](https://www.points.com), follow us on Twitter ([@PointsLoyalty](https://twitter.com/PointsLoyalty)) or read the [Points company blog](#). For Points' financial information, visit investor.points.com.

About JetBlue

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 35 million customers a year to 97 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information please visit jetblue.com.

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