

CASA DO PÃO DE QUEIJO NOW ACCEPTS DELIVERY PAYMENT WITH DEBT CARD

The pilot project has started in some regions of São Paulo

After making the delivery available in the main Brazilian cities, Casa do Pão de Queijo announces another novelty for its customers. A Redecard partnership will allow that, beyond receiving their orders at home or in the office, brand customers may pay with MasterCard® Maestro® and RedeShop® debt cards.

According to Susana Ziliotto, the chain's Marketing manager, at the beginning the project will contemplate residents of some regions of the capital city of São Paulo. "The idea is to extend the service for others chain's stores still this year", she reveals.

"Beyond the reliability, since the deliverer won't need to go around with money, the debt card payment offers agility and comfort for customers and shopkeepers", states Ronaldo Varela, Redecard's Marketing and Products executive director.

Following, the units that offer the delivery service with debt card payment.

Store	Address	Neighborhood	Phone
Alameda Santos	Alameda Santos, 1290	Jardins	55 – 11 – 3266-4287 55 – 11 – 3263-0002
Conjunto Nacional	Rua Augusta, 1811 - loja 113	Cerqueira César	55 – 11 – 3285-5252 55 – 11 – 3289-9693
Faria Lima	Avenida Brigadeiro Faria Lima, 1696	Jardim Paulistano	55 – 11 – 3816-2742
Shopping Nações Unidas	Avenida das Nações Unidas, 12901 – 1º subsolo – loja 132		55 – 11 – 5509-1018 55 – 11 – 5509-1028
Shopping Gemini	Avenida Paulista, 807 – loja 53	Jardins	55 – 11 – 3284-6419
Rua Augusta	Rua Augusta, 2767 – loja 2	Jardins	55 – 11 – 3082-2045 55 – 11 – 3062-8384
Rua Alceu de Campos	Rua Doutor Alceu de Campos Rodrigues, 230	Vila Olímpia	55 – 11 – 3045-7380
Al. Gabriel Monteiro	Alameda Gabriel Monteiro da Silva, 1324	Jardins	55 – 11 – 3081-7117
Xavier de Toledo	Rua Coronel Xavier de Toledo, 144	Centro	55 – 11 – 3259-8136 55 – 11 – 3259-9524
Rua Tuim	Rua Tuim, 380	Moema	55 – 11 – 5051-7327 55 – 11 – 5052-9562
Nova Faria Lima	Avenida Brigadeiro Faria Lima, 3161	Jardim Paulistano	55 – 11 – 3079-9993 55 – 11 – 3079-9994



About Redecard

Redecard is responsible for capturing and transmitting transactions with credit cards of the MasterCard®, MasterCard® Electronic® and Diners Club International flags and with the MasterCard® Maestro®, RedeShop® and Maestro® debit cards. The company accredits and promotes the relationship with commercial establishments, beyond being a business partner of banks and several retail segments. Redecard, a high-tech developer, also takes care on the installation and maintenance of an electronic net that offers speed and reliability in the captivation of more than 1.5 billion transactions carried out per year. Redecard operates with a chain of more than 1 million and 98 thousand accredited establishments and it is present all over the Country.

Máquina da Notícia: 55 (11) 31479-7900

Ana Paula Pinheiro: anapaula@maquina.inf.br – extension 7929

Marina Kuzuyabu: marinak@maquina.inf.br – extension 7919

About Casa do Pão de Queijo

Casa do Pão de Queijo has operated in the food sector for 40 years. It combines tradition and innovation in more than 450 franchisee stores in the main shopping centers, hypermarkets, galleries, streets and avenues all over Brazil. Yearly it services nearly 30 million people, serves more than 30 million cheese buns, 22 million cups of coffee and 1.7 million of salty puff pastry.

The chain is supplied by an own industrial plant, with the support of homologated suppliers. High quality food is produced in accordance to the most rigid quality controls. Moreover, it is recognized for constantly bringing news for the menu, through the launching of products.

Casa do Pão de Queijo is also present in hospitals, stores, bookstores, rentals, airports, bus stations and universities. In 2006 it was elected the third most admired brand in the fast food segment, according to an Interscience research, and invoiced R\$ 180 million.

Ana Paula Joaquim – anapaulajoaquin@rp1.com.br

Bruna Bonventti – brunabonventti@rp1.com.br

Fernanda Cardinali – fernandacardinali@rp1.com.br

RP1 Comunicação

Tel.: 55 (11) 5501-4655

www.rp1.com.br