



FOR IMMEDIATE RELEASE, #1

*July 28, 2021*

Island Girl Coffee is a local company with deep community roots. For over ten years we have been serving the island of Guam and will soon open our fourth location in Dededo by late fall, 2021.

As a small business, we pride ourselves on providing a positive experience with each and every customer visit, set high customer service goals for all our team, and flourish on always offering the best quality products available. We take extra care to partner with local companies and support numerous charities from schools, to families with medical needs, animal welfare and military activities.

In 2020 and through 2021 our company, like the rest of the world, faced an unprecedented pandemic which changed the shape of business as we knew it. Through hard work, determination and bravery on the account of our many frontline employees, we managed to survive and thrive throughout most of the first round of the COVID19 pandemic.

Throughout this period we were able to thoroughly evaluate our customer loyalty and rewards program. It was at this time that we uncovered widespread fraud and abuse, as well as systematic lack of support from the vendor.

As a small business, we truly believed in our loyalty and rewards program and delighted in giving back to our loyal customer base. This discovery was disappointing to put it lightly.

However, with the revelation and the extent of abuse, we must sadly bring the AppCard Rewards program to an end.

**Effective Immediately:**

- We will no longer add points to member accounts
- Members will have until December 31, 2021 to use all points in their accounts.
- Member IDs will have to be presented at time of transaction for point benefits.

**Things that will not change:**

- A free drink on your birthday (ID required)
- Free Pupachinos for any furry companions
- Lollipops and treats for small children
- The same exceptional customer service and experience
- The same high quality products and partnerships with local companies
- All donations and charity programs we are involved with locally

By December 31, 2021 the loyalty program will be phased out entirely and we will be bringing in a new, more robust and secure loyalty program.

As you can imagine, this has been an extremely difficult decision by management. We hope that you will continue to support and aid Island Girl in keeping our commitment to our community and company goals by understanding this change. To help aid this transition, we will be rolling out some awesome free swag, food, and drinks events.

We thank you for your consistent support and endless love for our teams and business. We apologize for the inconvenience this has caused and we remain acutely aware of this impact of change.

All Questions and Comments you may have can be directed to our GM at:  
[gm.traderoute@gmail.com](mailto:gm.traderoute@gmail.com)