



Prepaid Calling Cards



Gold Line is Canada's largest provider of prepaid long distance calling cards, serving 70% of the market, and issuing over 300 million long distance minutes per month. Gold Line's top position in this market largely stems from its commitment to providing every consumer with high quality communications products and services, backed by outstanding customer service.

GL Prepaid consists of 3 main categories of phone cards:

Prepaid Phone Cards

Private Label Phone Cards

Promotional Phone Cards

Prepaid Phone Cards

Gold Line's prepaid phone card product line consists of many different cards. The term "prepaid" means you purchase your long distance phone card with a set number of minutes, and then use those minutes as and when you need them. GL prepaid phone cards are equipped with long distance minutes based on the card's dollar denomination.

Each prepaid phone card has its own unique set of features and advantages. Gold Line has designed and implemented cards that cater to the diverse communication needs of their consumers. Certain cards focus on long distance calling to particular countries (offering the cheapest rates to those specific locations) while other cards focus on the volume of calls made. Our prepaid phone cards offer a very competitive flat-rate-per-minute structure, are convenient and easy to use, and offer reliable service.

Private Label Phone Cards

Private label phone cards give companies the opportunity to brand their very own prepaid long distance cards, and serve as an excellent tool to market themselves.

A unique private label / branded phone card can be sold in retail outlets in accordance with your marketing plan. Gold Line provides experienced back-end design and implementation, leaving you to enjoy the benefits.

From professional graphics expertise, to the design and development of your website, Gold Line will be with you every step of the way. Our market experts will guide you to develop the best rates possible, and our switching facilities and dedicated T1s will direct the calls seamlessly to over 100 countries worldwide. Ask about our telephony applications, software designs, customizable accounting programs and auditing report development and generation. Finally, rest assured knowing our multilingual customer service call center is available 24/7/365 to provide friendly, efficient support for your product.

Private label phone cards serve as an excellent tool to achieve brand recognition and market exposure, while giving your company the opportunity to earn money in an alternative industry.



Promotional Phone Cards

Promotional phone cards are an original and cost-effective way to reward your customers, gain repeat business, and communicate with your target market. These cards are uniquely designed to your specifications. As an integral part of your marketing mix, promotional phone cards can be used to brand your business through a practical item they can actually use, making them more inclined to remember you, and give you their business.

Consider the marketing opportunities:

- Loyalty programs
- Promotions, contests & sweepstakes
- Consumer sampling with purchase programs
- Online consumer polling & voting
- Marketer to consumer online research and surveys
- Marketer to consumer product & service information dissemination
- Consumer profiling & data capture
- Coupons & discount vouchers
- Partnered cross promotion
- Fundraising

By capitalizing on Gold Line's knowledge and expertise, your company can set itself apart.

Gold Line takes pride in its accomplishment as Canada's leading provider of long distance phone cards, and greatly values its reputation. Gold Line strives to keep this leading position by providing excellent products and services, and always putting the customer first.

Group of Gold Line

The Group of Gold Line (GL) is a Canadian company specializing in the research, development, marketing and worldwide distribution of telecommunication solutions and technology products. Its portfolio ranges from telephony, web to print, digital printing, WebTV and educational technologies.

Founded in 1991, GL has evolved to become the largest provider of prepaid long distance products and services in North America, with over 300 million minutes of long distance calling per month. Its products are distributed in over 50 countries, with approximately 100,000 points of sale around the world.

GL's mission is to connect people around the world to what matters and bring them closer to their family, business, culture and languages through innovative, unique and competitive technology-based products and services.