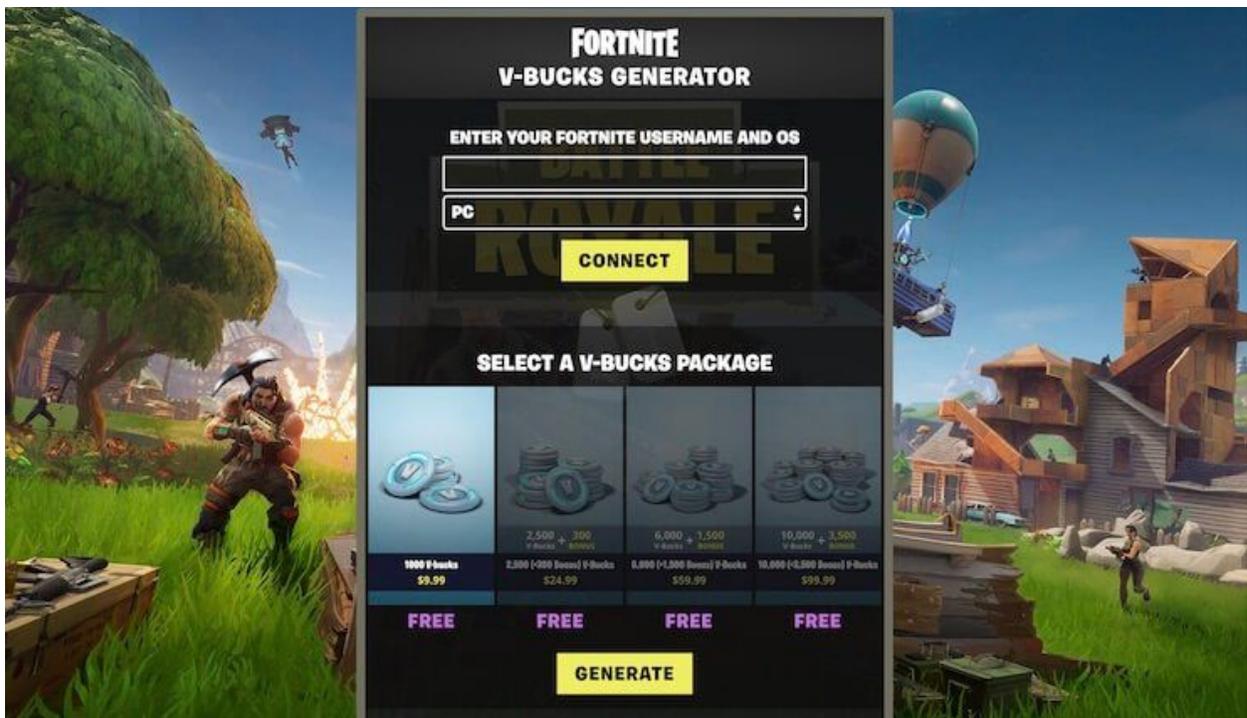


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PointsPrizes Rewards Gift Cards To Thousands Of Gamers

By Mark Kempton
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Websites pretending to offer 'instant' free gift cards have been a problem for a long time. Most recently gaining notoriety when Epic Games [issued a warning](#) on Twitter, regarding the risk to Fortnite players of using these sites, which was subsequently picked up by hundreds of online media outlets.

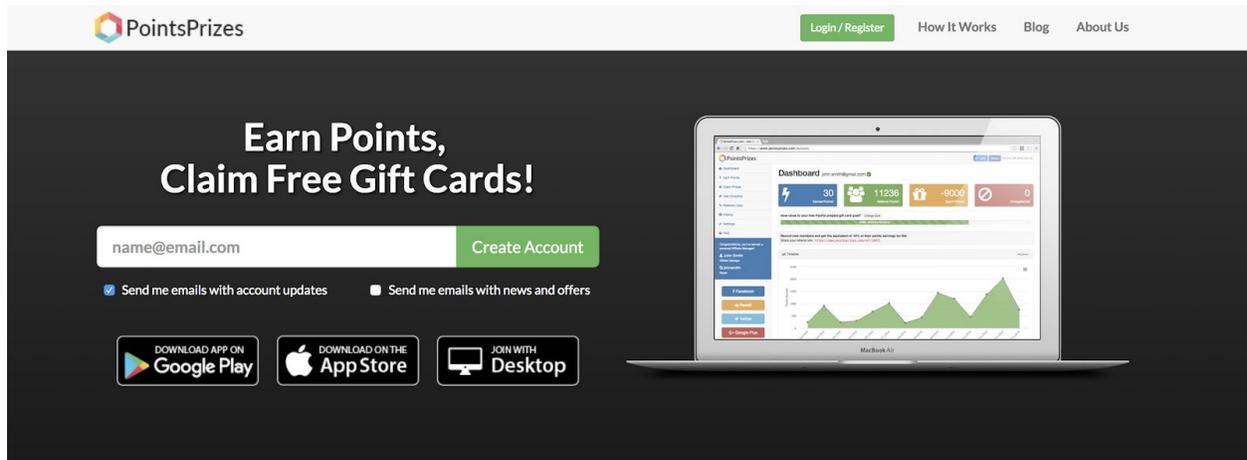


However, it isn't just Fortnite players being preyed upon by gift card scams. There are hundreds of top brands being targeted, including Steam, Playstation, Nintendo and XBOX. Once the scam website owner has made money from the victim, they leave them hanging, without a prize.

Even worse, many scam sites are used to harvest private account login information from visitors. Stolen gaming accounts can then be sold on to the highest bidder. Some accounts are even linked to parents' credit cards - which can be devastating, if the account falls into the wrong hands.

Mark Kempton, president of PointsPrizes, proposed one approach to tackle the problem:

“Demand will always exist. Therefore the only long-term solution is to replace these scams with viable business models, which adhere to privacy regulations such as GDPR and provide genuine rewards to their users.”



 Offer Walls Advertisers want to reward you for learning about their free products and services.	 Survey Routers Brands want to understand their customers and improve their products with paid surveys.	 Video Ads Advertisers want to bypass the video websites and pay you for watching video ads directly.	 Daily Bonuses Even if you're living in a country with less surveys or offers, you can earn free daily bonuses.
? Help			

Founded in 2016, the website PointsPrizes.com is enjoying success, outranking tens of thousands of deceptive websites in search engines, and gaining traction on social media. Traffic on the site has exceeded one million monthly active users.

The way PointsPrizes works is that it allows users to save up points, by interacting with surveys, video ads and offers. Once they have earned enough points they can claim a prize such as a free gift card, or even a cash payment. Users can also earn prizes by referring new members, or earning daily bonuses.

When asked about some of the challenges currently facing them, Mark Kempton had this to say:

“There are industry-wide challenges, such as improving the availability of surveys for international users, as well as conversion rates. However, we hope to continuously improve the user experience, by focusing on quality, working closely with advertisers and investing heavily in new technology.”

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