

FALLSVIEW CASINO RESORT IS THE FIRST ONTARIO RESORT CASINO TO LAUNCH ALIPAY AND WECHAT PAY DIGITAL PAYMENT OPTIONS

(Niagara Falls, ON) August 28, 2018 – Fallsview Casino Resort announced today it now accepts Alipay and WeChat Pay at more than a dozen of its non-gaming amenities, becoming the first Ontario resort casino to launch the two digital payment solutions for Chinese customers.

Situated in the heart of Niagara Falls – a world-class travel destination – Fallsview Casino Resort is a popular destination for Chinese entertainment seekers. With a large number of Chinese clientele from the Greater Toronto Area, and the visitors that the Year of Tourism between Canada and China is bringing to the area, Fallsview is taking the opportunity to stay up-to-date with their offerings and marketing communication channels to meet the needs of this audience.

The marketing capabilities on the Alipay mobile application platform help merchants to showcase their products and services through an official business page. Users on Alipay will be able to see photos of each participating location at Fallsview and read more about offers in their native language.

In the last decade, Alipay and WeChat Pay have reinvented the way Chinese consumers pay and have created a cashless society. The convenience of not having to carry a wallet to a restaurant, store, or entertainment facility has become a part of the lifestyle of many Chinese.

Alipay and WeChat Pay are accepted at the following Fallsview Casino Resort locations:

Golden Lotus	Noodle Bar	Sushi & Oyster Bar
Grand Buffet	The Falls Deli	Ponte Vecchio
21 Club Steak and Seafood	R5 Patio & Bar	Fallsview Casino Resort Hotel
The Spa	Players Advantage Club Booth*	Participating locations at the Galleria Shops & Dining

*For non-gaming gift card purchases only.

Fallsview Casino Resort offers Alipay and WeChat Pay through a partnership with SnapPay Inc., a Canadian representative for Alipay and WeChat Pay based in Mississauga, ON. Payments are processed through a SnapPay-branded standalone point-of-sale device where a customer will scan a unique QR code on their smartphones to complete the transaction.

“We’re excited about this partnership with SnapPay, and we’re looking forward to the added convenience and greater experience it will bring to our Chinese customers,” said Cathy Price, vice president, marketing, Niagara Casinos. “Implementing new and emerging technologies is a great way to advance and help make Fallsview Casino Resort our customers’ first entertainment choice.”

In addition to these new payment options, Fallsview was also the first Ontario resort casino to add the most popular Chinese social media platforms WeChat and Weibo to its suite of social media marketing offerings.

Follow Fallsview Casino Resort on WeChat. WeChat ID: NFFallsviewResort

Follow Fallsview Casino Resort on Weibo: weibo.com/nffallsviewresort

About Alipay and WeChat Pay

Alipay is a subsidiary of the Alibaba Group, which owns Alibaba.com, the world’s largest online business-to-business wholesale trading platform. Alipay has more than 500 million users and is the world’s largest mobile payment manufacturer. It has established strategic partnerships with more than 180 global and Chinese banks, making it one of the most reliable e-commerce partners in the financial field. WeChat has more than 1 billion users and is the most prevalent social media platform in China, offering a wide range of functions, including the ability to pay for products and services through WeChat Pay.

About Fallsview Casino Resort

Overlooking the world-famous Horseshoe Falls, Fallsview Casino Resort is an award-winning resort that has been offering premier entertainment and superior guest service since 2004. Featuring a CAA Four-Diamond Hotel with 374 luxury rooms and suites, Fallsview Casino Resort houses large and impressive gaming floors with more than 3,000 slot machines and 130 gaming tables. Winner of the *Wine Spectator's* Best of Award of Excellence and CAA/AAA's Four-Diamond Award for its two signature restaurants, Ponte Vecchio and 21 Club Steak & Seafood, this vibrant resort property also features a full-service spa and fitness centre, a state-of-the-art 1,500-seat theatre, dozens of dining and shopping options and more than 30,000 square feet of meeting and convention space. Fallsview Casino Resort and Casino Niagara have been recognized as a "Hamilton-Niagara Top Employer" for eight consecutive years. For more information, visit fallsviewcasinoresort.com, follow Fallsview on Facebook, Twitter and Instagram @fallsviewcasino, or call 1-888-325-5788.

About SnapPay Inc.

Founded in Mississauga, Ontario in 2017, SnapPay Inc. is the fastest growing Canadian payment solution provider that represents Alipay International and Tencent Holdings. SnapPay conducts comprehensive and complete e-commerce marketing operations and is committed to establishing a reliable platform to connect Canadian merchants with the large buying power of Chinese consumers. SnapPay has helped merchants and brands of all sizes tap into the Chinese consumer market in the sectors of Tourism, Education, Food & Restaurants and Retail throughout Canada, as well as connecting them with millions of potential Chinese customers through different channels.