PAR® Technology Launches PAR Games™: The Loyalty Game-Changer Brands Have Been Waiting For

Real-time, behavior-driven games that drive visits, spark engagement, and boost loyalty—without discounting away brand's margins

NEW HARTFORD, N.Y. (September 17, 2025) – PAR Technology Corporation (NYSE: PAR), a leading foodservice technology provider, today announced the launch of PAR Games™, an interactive loyalty experience designed to engage guests through fun, personalized brand moments triggered by everyday behaviors. By transforming passive loyalty into real-time, emotional engagement, PAR Games helps marketers drive visits, capture zero-party data, and reward guests—without over-relying on discounts.

Loyalty programs are growing fast, but so is the pressure to evolve. With 64% of brands rethinking their strategies, marketers are looking beyond static points and tired tiers. Today's guests expect instant wins, interactive experiences, and tangible value—and brands need ways to deliver without eroding margin.

PAR Games transforms everyday interactions into behavior-triggered brand moments, helping marketers launch fully branded games that drive visit frequency, boost signups, and build emotional loyalty. From seasonal spin-to-wins to LTO-themed challenges, PAR Games enables marketers to respond in real-time, rewarding behavior without giving away the store.

What Makes PAR Games Different:

- **Loyalty, Leveled Up:** PAR Games turns static loyalty programs into dynamic, interactive experiences that increase visit frequency and deepen emotional loyalty.
- **Smart Engagement, Not Just Discounts:** Brands can reward customers while protecting margins, using behavior-driven games with customizable win probabilities.
- **Frictionless, Fully Branded Fun:** Guests play instantly from any channel, while marketers launch fast with over 200 customizable templates.

"Loyalty has become a volume game. Points and discounts alone aren't enough to stand out anymore," said Joe Yetter, General Manager of PAR Engagement. "With PAR Games, we're giving marketers a new way to stay top-of-mind, increase frequency, and protect margin—all while gaining the zero-party data they need to personalize and grow. And this is just the beginning. We're rolling out an aggressive roadmap to spark innovation and drive real revenue growth."

Designed for Marketers. Built for Scale.
Natively integrated with PAR Punchh®, PAR Games delivers:

- **Minimal to no dev work**: Launch campaigns quickly using over 200 pre-built templates. Easily embed game links in email, SMS, push notifications, and even digital ads—no app download or update needed.
- **Cross-channel, app-less delivery**: Host games via a unique URL that guests can access instantly from any device, creating a frictionless experience for guests through SMS, email, or an in-store prompt.
- **Real-time behavior triggers**: Serve games automatically based on guest behavior—like a post-check-in, purchase, or inactivity period—using Punchh's native campaign tools.
- **Zero-party data capture:** Engage guests through gameplay to naturally reveal their preferences and behaviors. That data flows directly back to the brand, enabling personalized campaigns and loyalty strategies—without relying on third-party sources.
- **End-to-end control**: Define rewards, win probabilities, and campaign logic for guests within Punchh—eliminating the need for custom development or outside agency support.

This innovation comes at a time when guests demand more than just deals. With PAR Games, brands meet that demand with scalable, memorable experiences that build long-term loyalty.

For more information, check out PAR Games and request a demo.

About PAR® Technology
PAR Technology Corporation (NYSE: PAR) is a leading foodservice technology provider, powering a unified, purpose-built platform engineered to scale and adapt with brands at every stage of growth. Designed with flexibility and openness at its core, PAR's solutions—

spanning point-of-sale, digital ordering, loyalty, back-office, payments, and hardware—integrate with others, yet deliver maximum impact as a unified system. With intentional innovation at the forefront, PAR's solutions streamline operations, drive higher engagement, and strengthen guest experiences for restaurants and retailers globally. To learn more, visit partech.com or connect with us on social media.

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