

UChoose Rewards®

1st Quarter 2011

Quarterly Cardholder Email Campaign



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Overview

Each quarter all registered UChoose Rewards cardholders will receive an email, which has been fully customized based on their program (i.e. issuer-funded, merchant-funded, blended programs; consumer/business) and points earned. The purpose: to continue generating excitement about the program and to ensure that your cardholders keep their UChoose Rewards card permanently in top-of-wallet status.

On the following pages you will find sample cardholder emails for the 1st Quarter 2011 email campaign.

If you participate in our blended or merchant-funded programs, you will note that the samples also include the featured retailers for this quarter. As part of our behind-the-scenes marketing support, each quarter we complete careful analysis of UChoose Rewards cardholder spend patterns, which enables us to select the top retailers that UChoose Cardholders frequent most. By selecting retailers that are relevant to your cardholders we can continue to engage purchasing and excitement about the program.

Cardholder Emails: Blended Programs

Blended | Consumer – Points Earned

Con_T1_Blended_Earned_Q1

Subject: Keep Earning With Offers of Up to 20 Points Per \$1 Spent

Having trouble viewing this e-mail? [Click here](#)

FI LOGO



Dear [FNAME],

Shopping + Earning – it all adds up to a great deal! Now browse your [redemption options](#) and choose the rewards you truly want.

Rewards Points Summary

Available Points Balance: [CURRENTPOINTS]

Log in to www.uchooserewards.com for full transaction details.

Earn points every time you use your card for purchases*. Plus, earn even more points when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!

 See details	 See details	 See details	 See details
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SHOP NOW!

Sincerely,
The UChoose Rewards Team

*Please refer to the [Program Terms and Conditions](#) for more information about qualifying purchases.

[Contact Us](#) | [FAQs](#) | [Privacy Policy](#) | [Program Terms & Conditions](#)

You are receiving this message because you requested to receive UChoose Rewards e-mail updates from your [COMPANYNAME] [CARDTYPE] program. To ensure you keep receiving these e-mail updates, please add "service@uchooserewards.com" to your address book. If you feel you have received this message in error, or wish to be removed from future communications, please [click here](#) to unsubscribe. Please allow up to 10 business days for processing unsubscribe requests. You will continue to receive transactional e-mail messages such as reward redemption confirmations.

333 Seventh Ave., 18th floor, New York, NY 10001

Blended | Consumer – No Points Earned

Con_T1_Blended_NotEarned_Q1

Subject: Don't Miss Offers of Up to 20 Points Per \$1 Spent!

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FI LOGO



Dear [FNAME],

Reward yourself today and everyday! Simply use your card to make purchases* and earn points redeemable for travel, electronics, and so much more.

Earn even more points when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Don't waste another minute. Start shopping and earning points today!

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!

AVON

[See details](#)

David's
Cookies
a bite above the rest®

[See details](#)

NEW YORK & COMPANY

[See details](#)

travelocity

[See details](#)

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333 Seventh Ave., 18th floor, New York, NY 10001

Blended | Business – Points Earned

Biz_T1_Blended_Earned_Q1

Subject: Keep Earning with Offers of Up to 20 Points Per \$1 Spent

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FI LOGO



Dear [FNAME],

Turn your business expenses into rewards when you [redeem your points](#) for office supplies, business travel and more!

Rewards Points Summary

Available Points Balance: **[CURRENTPOINTS]**

Log in to www.uchooserewards.com for full transaction details.

Make the most of your budget and earn points every time you use your card for purchases*. Earn even more points when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!



[See details](#)



[See details](#)



[See details](#)



[See details](#)

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333 Seventh Ave., 18th floor, New York, NY 10001

Blended | Business – No Points Earned

Biz_T1_Blended_NotEarned_Q1

Subject: Shop Smart with Offers of Up to 20 Points Per \$1 Spent!

Having trouble viewing this e-mail? [Click here](#)

FI LOGO



Dear [FNAME],

It's time to turn your business expenses into rewards! Take advantage of the opportunity to earn points redeemable for office supplies, business travel and so much more.

Make the most of your budget and earn points every time you use your card for purchases*. Earn even more when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!



[See details](#)



[See details](#)



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Issuer-funded Programs

Issuer-funded | Consumer – Points Earned

Con_T1_Issuer_Earned_Q1

Subject: Keep Earning With Offers of Up to 20 Points Per \$1 Spent

Having trouble viewing this e-mail? [Click here](#)

FI LOGO



Dear [FNAME],

Shopping + Earning – it all adds up to a great deal! Now browse your [redemption options](#) and choose the rewards you truly want.

Rewards Points Summary

Available Points Balance: **[CURRENTPOINTS]**

Log in to www.uchooserewards.com for full transaction details.

Continue rewarding yourself by using your card every time you shop* and watch your points add up.

Sincerely,
The UChoose Rewards Team

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Issuer-funded | Consumer – No Points Earned

Con_T1_Issuer_NotEarned_Q1

Subject: Don't Miss Offers of Up to 20 Points Per \$1 Spent!

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FI LOGO



Dear [FNAME],

Reward yourself today and everyday! Use your card to make purchases and earn points redeemable for travel, electronics, and so much more.

Simply use your card every time you shop* and watch your points add up. Then, check out all the ways you can [redeem them](#).

Don't waste another minute. Start shopping and earning points today!

Sincerely,
The UChoose Rewards Team

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Issuer-funded | Business – Points Earned

Biz_T1_Issuer_Earned_Q1

Subject: Keep Earning with Offers of Up to 20 Points Per \$1 Spent

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FI LOGO



Dear |FNAME|,

Turn your business expenses into rewards when you [redeem your points](#) for office supplies, business travel and more!

Rewards Points Summary

Available Points Balance: |CURRENTPOINTS|

Log in to www.uchooserewards.com for full transaction details.

Make the most of your bottom line by using your card for all your business expenses* and watch your points add up.

Sincerely,
The UChoose Rewards Team

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Issuer-funded | Business – No Points Earned

Biz_T1_Issuer_NotEarned_Q1

Subject: Shop Smart with Offers of Up to 20 Points Per \$1 Spent!

Having trouble viewing this e-mail? [Click here](#)

FI LOGO



Dear [FNAME],

It's time to turn your business expenses into rewards! Take advantage of the opportunity to earn points redeemable for office supplies, business travel and so much more.

Earn points every time you use your card for business expenses*. Watch your points add up, then make the most of your budget when you [redeem them](#).

Make the most of your bottom line by using your card and earning points for your business today!

Sincerely,
The UChoose Rewards Team

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Merchant-funded Programs

Merchant-funded | Consumer – Points Earned

Con_T1_Merchant_Earned_Q1

Subject: Thank You for Shopping, Now It's Time to Enjoy the Rewards!

Having trouble viewing this e-mail? [Click here](#)

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Dear [FNAME],

Shopping + Earning – it all adds up to a great deal! Now browse your [redemption options](#) and choose the rewards you truly want.

Rewards Points Summary

Available Points Balance: [CURRENTPOINTS]

Log in to www.uchooserewards.com for full transaction details.

Make the most of your money when you continue to shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!

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David's
Cookies
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NEW YORK COMPANY

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Merchant-funded | Consumer – No Points Earned

Con_T1_Merchant_NotEarned_Q1

Subject: Don't Miss Offers of Up to 20 Points Per \$1!

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Dear [FNAME],

Reward yourself today and everyday! Use your card to make purchases and earn points redeemable for travel, electronics, and so much more.

Simply use your card to shop at your favorite online retailers through www.uchooserewards.com or at participating retailers' stores.

Don't waste another minute. Start shopping and earning points today!

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!

AVON

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Cookies
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[See details](#)

NEW YORK & COMPANY

[See details](#)

travelocity

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Merchant-funded | Business – Points Earned

Biz_T1_Merchant_Earned_Q1

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Dear [FNAME],

Turn your business expenses into rewards when you [redeem your points](#) for office supplies, business travel and more!

Rewards Points Summary

Available Points Balance: **[CURRENTPOINTS]**

Log in to www.uchooserewards.com for full transaction details.

Make the most of your budget when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!



Microsoft Store

[See details](#)

Samsonite

[See details](#)



Sheraton

[See details](#)

QuickBooks*

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Merchant-funded | Business – No Points Earned

Biz_T1_Merchant_NotEarned_Q1

Subject: Shop Smart with Offers of Up to 20 Points Per \$1 Spent!

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Make the most of your budget when you shop at your favorite online retailers through www.uchooserewards.com or when you shop in participating retailers' stores.

Earn Up to 20 Points Per \$1 Spent at Retailers Like These!



Microsoft Store

[See details](#)

Sams^onite

[See details](#)



Sheraton

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