

Merchant-Funded Marketing Materials

Fiserv has developed attractive marketing materials for your merchant-funded rewards program that can be used at your branches and in the mail to promote the benefits of UChoose Rewards to your cardholders. All materials can be branded with your financial institution's logo and colors, and many have text that can be customized for your particular program. Samples of each of the materials are attached along with a price list and order form.

The required *Welcome Brochure* is available as a self-mailer or an insert. Standard customization includes Financial Institution logo, colors, and changes to bracketed text. Substitution of retailer logos may be possible; however the total number of logos should remain the same (please allow 10 extra business days for merchant approval).

Other available materials that can help you to promote your program include:

- In-branch brochures
- In-branch posters
- In-branch tent cards
- Statement inserts

All materials can be ordered using the attached form and are offered in the following formats:

- 1) Best Value:** We customize, print, and mail the Welcome Brochure self-mailer to your cardholders using your cardholder mail list (*see attached order form for detailed information*).
- 2) Customized & Printed Materials:** We provide customized, printed materials for you to mail to your cardholders (*see attached order form for detailed information*).
- 3) Customized File:** We provide a customized file in .pdf format that already includes your text, logo, and color customizations. You then have the materials printed and mailed to your cardholders.
Cost: \$500.00 each for Welcome or In-Branch brochures/inserts, \$250 each for In-Branch posters, tent cards, or statement inserts.
- 4) Artwork Only:** We provide the original artwork files to you in Adobe InDesign or Photoshop. You make changes and send to Fiserv in .pdf format to obtain final approval. You then have materials printed and mailed to your cardholders.
Cost: \$1,000

Whatever your choice, your institution will benefit from professional marketing materials that will enhance your cardholder satisfaction and attract new cardholders to your financial institution.

To order, please complete and email the attached order form to CardholderMaterials@Fiserv.com, or fax to 973-734-0398 (attn: Lori Hanna).

If you have any questions, please contact Lori Hanna at 973-451-8818.

Order Form – Merchant Program Marketing Materials

New order Reorder Date requested by _____

Choose One						
Welcome Brochure – Self-Mailer (Customized & Printed)	OR	Welcome Brochure – Self-Mailer (Customized, Printed, & Mailed)		OR	Welcome Brochure – Insert (Customized & Printed)	
Quantity		Quantity	Postage & Handling (per Piece)	Total Price	Quantity	Price
<input type="checkbox"/> 1,000	\$1,125	<input type="checkbox"/> 1,000	\$0.73	\$1,857	<input type="checkbox"/> 1,000	\$1,275
<input type="checkbox"/> 2,000	\$1,250	<input type="checkbox"/> 2,000	\$0.51	\$2,278	<input type="checkbox"/> 2,000	\$1,325
<input type="checkbox"/> 3,000	\$1,300	<input type="checkbox"/> 3,000	\$0.44	\$2,629	<input type="checkbox"/> 3,000	\$1,360
<input type="checkbox"/> 4,000	\$1,325	<input type="checkbox"/> 4,000	\$0.41	\$2,949	<input type="checkbox"/> 4,000	\$1,400
<input type="checkbox"/> 5,000	\$1,350	<input type="checkbox"/> 5,000	\$0.39	\$3,275	<input type="checkbox"/> 5,000	\$1,450
<input type="checkbox"/> 10,000	\$1,625	<input type="checkbox"/> 10,000	\$0.34	\$5,045	<input type="checkbox"/> 10,000	\$1,700
<input type="checkbox"/> 15,000	\$2,000	<input type="checkbox"/> 15,000	\$0.33	\$6,905	<input type="checkbox"/> 15,000	\$1,900
<input type="checkbox"/> 20,000	\$2,400	<input type="checkbox"/> 20,000	\$0.32	\$8,790	<input type="checkbox"/> 20,000	\$2,150
<input type="checkbox"/> 25,000	\$2,625	<input type="checkbox"/> 25,000	\$0.32	\$10,500	<input type="checkbox"/> 25,000	\$2,400

In-Branch Brochure (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1,000	\$1,060
<input type="checkbox"/> 2,000	\$1,150
<input type="checkbox"/> 3,000	\$1,170
<input type="checkbox"/> 4,000	\$1,180
<input type="checkbox"/> 5,000	\$1,190
<input type="checkbox"/> 10,000	\$1,375
<input type="checkbox"/> 15,000	\$1,690
<input type="checkbox"/> 20,000	\$1,890
<input type="checkbox"/> 25,000	\$2,090

In-Branch Poster (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1	\$ 55
<input type="checkbox"/> 5	\$ 275
<input type="checkbox"/> 10	\$ 550
<input type="checkbox"/> 15	\$ 825
<input type="checkbox"/> 25	\$1,250
<input type="checkbox"/> 50	\$2,000
<input type="checkbox"/> 100	\$1,400
<input type="checkbox"/> 200	\$1,800
<input type="checkbox"/> 300	\$2,100

In-Branch Tent Card (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1	\$ 13
<input type="checkbox"/> 5	\$ 65
<input type="checkbox"/> 10	\$ 130
<input type="checkbox"/> 20	\$ 260
<input type="checkbox"/> 25	\$ 325
<input type="checkbox"/> 50	\$ 550
<input type="checkbox"/> 100	\$ 650
<input type="checkbox"/> 200	\$ 900
<input type="checkbox"/> 300	\$1,050

Statement Inserts (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1,000	\$1,050
<input type="checkbox"/> 2,000	\$1,075
<input type="checkbox"/> 3,000	\$1,090
<input type="checkbox"/> 4,000	\$1,100
<input type="checkbox"/> 5,000	\$1,105
<input type="checkbox"/> 10,000	\$1,150
<input type="checkbox"/> 15,000	\$1,225
<input type="checkbox"/> 20,000	\$1,280
<input type="checkbox"/> 25,000	\$1,350

Other quantities will be priced upon request. "Customized & Printed" materials do not include shipping charges to your location. Copy changes, other than the bracketed text contained in the pieces, will be billed at \$125.00 per hour (quoted upon request).

- Artwork Files (InDesign/Photoshop) – all marketing pieces included (\$1,000)
- Customized .pdf only – no printing (\$250 to \$500 each) – Circle the piece(s) you are ordering:
- | | | | | | |
|--------------------------|------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|
| Welcome Brochure (\$500) | Welcome Insert (\$500) | In-Branch Brochure (\$500) | In-Branch Poster (\$250) | In-Branch Tent Card (\$250) | Statement Insert (\$250) |
|--------------------------|------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|

BRANDING SPECIFICATIONS

Financial institution logo for materials can be (1) black and white or (2) all black, in an Illustrator (.ai or .eps) or Photoshop (.psd) file in 300-resolution format, or (3) color (Illustrator file preferred; please state PMS/CMYK colors in email). Email file and color specifications (if applicable) to CardholderMaterials@Fiserv.com.

Shipping/Handling: Standard ground shipping 2nd day Rush – additional fee will apply

Institution name _____

Shipping address _____

City, state, ZIP _____ Phone _____

Signature _____ email _____

Printed name _____ Date signed _____

Email order form to **CardholderMaterials@Fiserv.com**, or Fax to: **973-734-0398**. Questions?

Please contact Lori Hanna at **973-451-8818**.

Welcome Brochure – Merchant-Funded Program

(outside)

Q&A

What is UChoose RewardsSM?
A rewards program where you earn points for shopping at participating retailers with your [FI NAME] [CARD NAME], then redeem your points for anything of your choice from a vast online rewards catalog.

How do I earn points?
You earn points for shopping at participating retailers, whether it's in-store at national or local retailers or online through www.uchooserewards.com. When shopping in-store, select credit and sign for your purchases. Your financial institution may also offer points for other financial products and services. Check with [FI NAME] for more point earning opportunities.

Where can I earn points?
You can earn points at participating retailers. View a complete list of retailers at www.uchooserewards.com.

What can I redeem my points for?
It's your choice! You can choose from millions of options, whether it's products, travel experiences, activities, event tickets, [merchant gift cards] [cash] or more!

We keep track of all the points you earn and will help you find just what you're looking for when you're ready to redeem. We even have a Wish List that will help you track when you've earned enough to redeem a specific item.

Can I share points with family members?
Yes, all cards within an account automatically earn points together. In addition, if you have multiple debit or credit accounts with [FI NAME], you can link them together to earn rewards faster.

How much does it cost to participate?
There's no cost. Membership in UChoose Rewards is absolutely free for [FI NAME] cardholders, so start shopping and earning today.


PRESENTED BY [FI NAME] AND [FI NAME] PRINT NO. 1121

MERCHANT:
555 ANY ROAD
ANYTOWN, US 10001


FI LOGO
555 Any Road
Anytown, US 10001

UChoose Rewards —
more options, more choices,
more of what U want.

Welcome to UChoose RewardsSM



You shop.
You earn.
You choose.
It's that simple.



FI LOGO

Self-Mailer:

Specifications: 8.5" x 11" (two sides, tri-folded; folded size is 8.5" x 3.625")

To help you: Introduce the new UChoose Rewards program to your cardholders using this eye-catching self-mailer.

Format: - Customized, Printed & Mailed
- Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

(inside)

Say goodbye to waiting forever to earn enough points to redeem. Say farewell to mediocre redemption options.

Say hello to UChoose RewardsSM — a rewards program that's based on giving you a choice — on where to shop and what to get for all the points you earn.

There's never been a better time to start using your [FI NAME] [CARD NAME] for all your day-to-day needs.


Shop In-Store or Online to Earn

- Watch your points add up fast each time you make a purchase using your card at participating retailers.
- Earn points by purchasing in-store or online at www.uchooserewards.com. Be sure to choose the credit option and sign when shopping in-store.

Redeem Points for Millions of Items




Use your points to choose from a wide array of products, travel experiences and activities, event tickets, [merchant gift cards], [cash], and much more!

FI LOGO










Getting exactly what you want from your rewards program is now a reality. You choose when, where, and what to shop for 365 days a year. The choices are endless.

Shop In-Store at National Retailers.

Plus, you'll find participating local retailers, such as restaurants, auto repair shops, clothing stores, and more, right in your neighborhood!

Shop Online Through www.uchooserewards.com.

These are only a few of the participating retailers where you can earn points when you shop. See a complete list of participating retailers at www.uchooserewards.com.

Insert:

Specifications: 7" x 9" (two sides, tri-folded; folded size is 7" x 3")

To help you: Introduce UChoose Rewards program to your existing rewards cardholders using this insert in your statements.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

Note: For the insert, the center outside panel will be replaced with this image. →

You shop.
You earn.
You choose.
It's that simple.



www.uchooserewards.com

FI LOGO

In-Branch Brochure – Merchant-Funded Program

(outside)

UChoose REWARDSSM

We Make it Simple to Earn and to Redeem

The Choice is Yours
Take all the points you've earned, and choose from millions of items – from brand name products to travel excursions, event tickets, and access to unique activities.

Visit www.uchooserewards.com where you'll find:

- A complete list of in-store and online-only retailers
- Access to search tools to help you find the right retailer — use keywords, categories, zip code searches, and more
- A full online catalog of redemption options
- A Wish List to track the items you really want
- Smart shopping advice so you spend your money wisely
- And much more!

The options are practically endless. Plus, use our Wish List to keep track of the items you're working towards. Who knew shopping and earning could be so simple!

You shop. You earn. You choose. It's that simple.

FI LOGO

UChoose REWARDSSM

FI LOGO

Specifications: 8.5" x 11" (two sides, tri-folded)

To help you: Introduce the new UChoose Rewards program to your cardholders.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

(inside)

With UChoose RewardsSM, you choose where to shop and what to get for all the points you earn.

Most rewards programs have limited options on where to shop, and it takes forever for your points to accumulate. UChoose Rewards changes all of that. You have access to hundreds of retailers where you earn big rewards when you use your [FI NAME] [CARD NAME], and there are millions of redemption choices!

How Does It Work?

- Shop in-store, select the credit option, and sign
- Shop online through www.uchooserewards.com
- Redeem points for millions of items

It's that easy! The more you shop, the more points you earn!

Earn Points At Your Favorite Retailers

Shop in-store at national retailers.

Shop online through www.uchooserewards.com.

1-800-flowers.com | AMC THEATRES
ANNA'S LINENS | Firestone
BORDERS | OfficeMax
Pier 1 Imports | PIZZA HUT
Apple Store | macys
BEST BUY | BARNES & NOBLE
BANANA REPUBLIC | Brookstone
drugstore | SEPHORA
OLD NAVY | Walmart.com

Plus, you'll find participating local retailers, such as restaurants, auto repair shops, clothing stores, and more, right in your neighborhood!

See a complete list of participating retailers at www.uchooserewards.com.

FI Logo

Participating retailers include:
Apple Store | BORDERS
BEST BUY | PIZZA HUT | macys

In-Branch Poster – Merchant-Funded Program

You shop. You earn. You choose. It's that simple.

UChoose REWARDSSM

Register today at www.uchooserewards.com

FI Logo

Participating retailers include:
Apple Store | BORDERS
BEST BUY | PIZZA HUT | macys

Specifications: 22" x 28" (one-sided)

To help you: Promote UChoose Rewards in your branches.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Unbranded, or with your branding

In-Branch Tent Card – Merchant-Funded Program



Specifications: 8.5" x 17" - folds into a "Tent shape", with a 2" inch die-cut interlocking platform. (Printed on one side; finished, folded size is 8.5 x 6.5" with same image on 2 sides)

To help you: Promote UChoose Rewards in your branches.

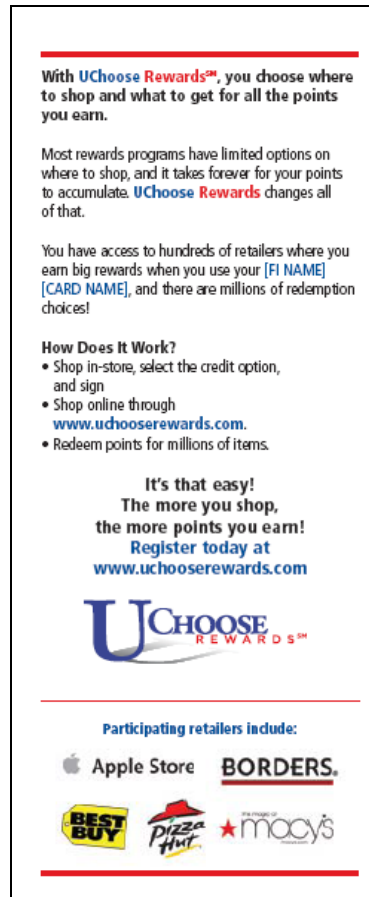
Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Unbranded, or with your branding

Statement Insert – Merchant-Funded Program

(front)

(back)



Specifications: 3.5" x 8.5" (two sides)

To help you: Promote the value of your UChoose Rewards program to your non-reward cardholders

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo