

Speedpass™



Speedpass Customer Reward Program

An Opportunity to Grow Your Speedpass Business!

Turn a Sizzlin' Summer into a year round opportunity to capitalize on Speedpass. The "Speedpass VIP" Customer Reward Program represents a "best practice" tool to stimulate your overall business. VIP specials targeted to customers who buy featured items and PAY using their Speedpass help get customers in the habit of using your store and create opportunity for additional sales. Speedpass helps generate higher average ticket rings. VIP rewards are an excellent tool to reinforce the value of Speedpass for current customers, and create a compelling offer to attract new Speedpass customers.

Reward Your Speedpass Customers with Special Offers and Keep Them Coming Back!

Here's an opportunity to get your customers' attention at the pump and draw them inside with special deals available when paying with Speedpass! Ultimate flexibility allows each retailer to be in control of the offer:

- **YOU** decide on the special offer
- **YOU** determine how long it will run
- **YOU** set the parameters

Your Speedpass VIP Customer Reward Kit includes: a complete package of integrated signage and support materials to effectively customize and communicate your particular specials, as well as ribbons to position on your existing Speedpass buttons. (See examples)

Display the offer cards at prominent locations such as on the transaction counter, clipped to a candy basket, attached to a case or counter card, on a cooler door or at the coffee or fountain area. The VIP Kit is designed to be versatile and flexible...change your offer daily, weekly, monthly...your choice! Reinforce your specials with a message in your counter mat insert. It's an easy way to reward your Speedpass customers and develop new Speedpass customers.

You know your customers' buying habits... make offers easy and convenient.

Speedpass users are loyal customers. Make them feel valued with these special offers when they pay inside with Speedpass. Here are some ideas:

- **\$1 OFF:** "Works" Car Wash
- **Buy Two Get One Free:** Any candy bar
- **SAVE 10%:** Oil Change
- **FREE:** 12oz. Coffee with any donut purchase
- **Combo Deal:** Free 20oz. Fountain Drink with any sandwich purchase
- **Buy One Get One Free:** Any 16oz. Bottled Water



SAVE 10%	\$1 OFF
SAVE 20%	\$2 OFF
SAVE 25¢	Combo Deal
SAVE 50¢	Buy One Get One Free
Free	Buy Two Get One Free

8 VIP Special Offer Cards, along with clips and Changeable Decals



2 Inside Reader Bursts



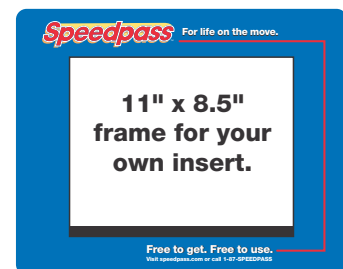
10 VIP Ribbons



NOTE:

Generate your offer inserts on your own computer (3 1/2" x 2 1/4") and slip them into the plastic card pockets. Get your vendors involved... they may want to supply you with offer inserts.

Remember: be specific about product, size and/or weight.



1 Speedpass Counter Mat

Order your Speedpass VIP Kit today! Only \$75

Product Code: 24SP020KI

Call 1-800-636-4POP (4767)