



# Electronic Solutions Card

The Electronic Solutions Card is accepted at popular in-store and online specialty electronics retailers which allow reward earners to make purchases that “get them electrified”. National retailers include Best Buy™, Circuit City, F.Y.E., Tweeter, Electrona.com, Crutchfield, Suncoast, samgoody.com, and Staples®.

This is the ideal reward for Sales Incentive and Employee Reward and Recognition Programs because electronic gadgets are appealing to diverse audiences.

The Electronic Solutions Card utilizes DirectSpend<sup>SM\*</sup>, a merchant acceptance process so unique, it’s patented. DirectSpend gives you the power to direct where your cards are spent – creating a memorable, customized reward experience for your unique audience.

## Convenient for You

- Simplifies your incentive decisions by offering the choice your reward earners want
- Ensures the reward is meaningful and motivating by providing a wide range of spending options
- Increases morale and performance by presenting reward earners the opportunity to be rewarded with ongoing incentive or loyalty programs

## Convenient for Reward Earners

- Knowledgeable customer service available 24/7
- Easy-to-use reward that comes with a detailed shopping guide, card usage instructions and a convenient wallet-sized card holder directory
- Up-to-date point balance, 90-day transaction summary and participating merchant information accessible via reward earner Web site, [www.electronicpoints.com](http://www.electronicpoints.com), or by calling the toll-free number on the back of the Card
- Provides reward earner national coverage via retail outlets or online merchants

## Funding

Electronic Solutions is a point-based card with 1 point = \$1 US in purchasing power.

- Standard denominations: 25, 50 and 100 points
- Card value (denomination) is easily visible on Card front

## Promotional Options

- Maximize promotional impact and increase corporate mindshare by featuring your brand, campaign theme or other message on the contemporary card face
- Emboss the Card with the reward earner’s name, your company name, or your program theme for a more personal and memorable reward

## Stability & Security

- Rely on the stability and prestige of the American Express name
- Protect your investment and offer reward earners increased security and peace of mind with our comprehensive lost/stolen replacement policy

For additional information about the Electronic Solutions Card, contact your Relationship Manager.

\*U.S. Patent Numbers. 5,689,100 and 5,956,695