



The CelebrateSM Card

The CelebrateSM Card is specifically designed to celebrate employee and sales achievement and is accepted at more than 100 popular retail and specialty merchandise establishments.

The retailers featured on the Celebrate Card include home decor, apparel, gift, jewelry and more. Choose the Celebrate Card when you want recipients to have a meaningful and memorable reward experience.

The Celebrate Card utilizes DirectSpend^{SM*}, a merchant acceptance process so unique, it's patented. DirectSpend gives you the power to direct where your cards are spend – creating a memorable, customized reward experience, 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
- Offers the possibility of tax savings by focusing redemption on merchandise*

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 Cardholder directory
- Up-to-date point balance, 90-day transaction summary and participating merchant information accessible via reward earner Web site, www.celebratepoints.com, or by calling the toll-free number on the back of the Card

Funding Options

The Shopping Card 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 Celebrate Card, contact your Relationship Manager.

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