



PREWARDS® by edō Interactive

PROGRAM & PROCESS OVERVIEW GUIDE

Description: This document provides a detailed, end-to-end description of how the Preward program and process will work for all employees and cardholders participating in the Prewards program.

Drafted on: December, 2010

INTRODUCTION

The following is a step-by-step instruction guide describing how to register for the Prewards program, redeem a Prewards offer, change your profile and communication settings, and log a question or suggestion with the Prewards team.

* If you have additional questions after reviewing this document, please consult our [FAQs](#) or send us an email at support@myprewards.com.

STEP 1 – Register for Prewards at your bank’s designated Prewards website

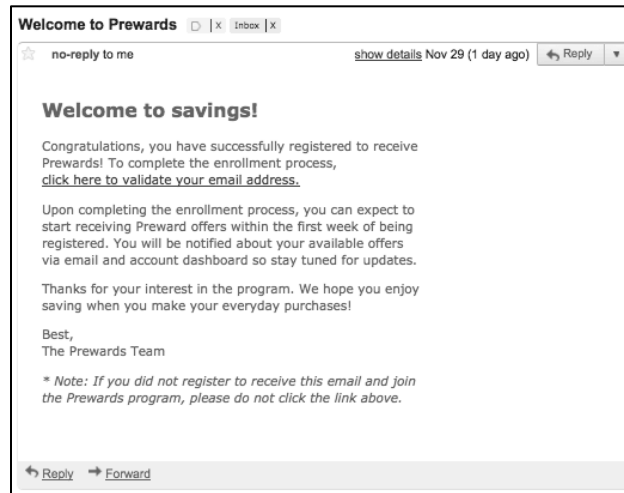
On the home page, enter in all of the information to register including:

- Email address
- Password
- First six digits of your **card** account
- Last four digits of your **card** account
- Last six digits of your **bank** account

Clicking “Submit” will prompt the system to send you an identity validation email (see Step 2).

STEP 2 – Check your e-mail for a confirmation note

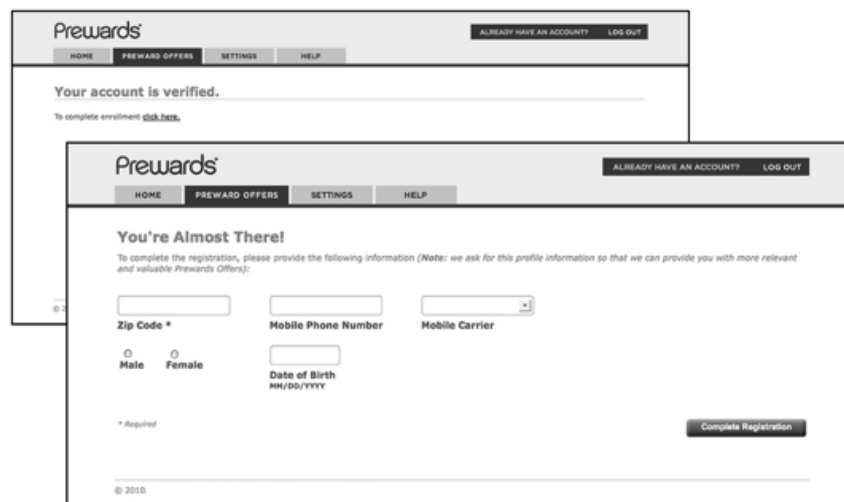
The registration confirmation email will appear in your mailbox similar to the picture below:



To continue with the process, simply click on the link to validate your identity and return to the website.

STEP 3 – Click the link and complete the registration process

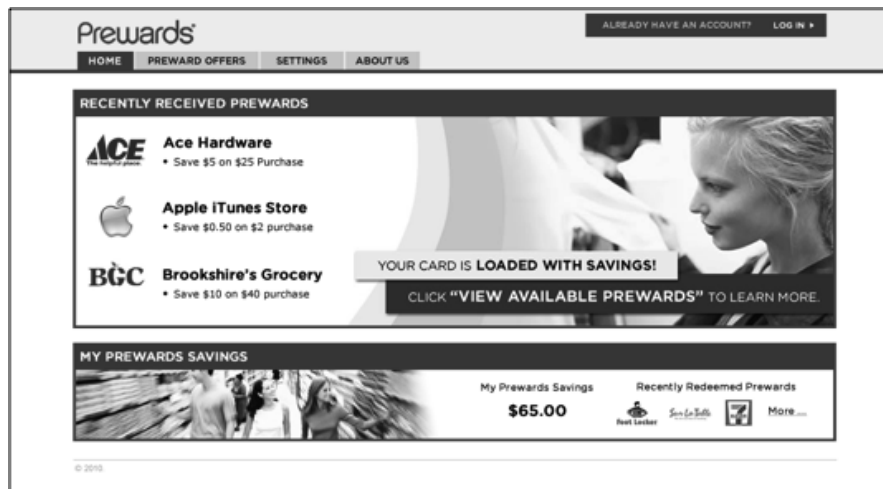
Click the link on the screen and arrive at the "You're Almost There!" screen.

A screenshot of the Prewards website's registration process. The top navigation bar includes "HOME", "PREWARD OFFERS", "SETTINGS", and "HELP", along with "ALREADY HAVE AN ACCOUNT?" and "LOG OUT" links. The main heading is "Your account is verified." with a sub-link "To complete enrollment click here." Below this is the "You're Almost There!" section, which asks for profile information: "To complete the registration, please provide the following information (Note: we ask for this profile information so that we can provide you with more relevant and valuable Prewards Offers):". The form includes input fields for "Zip Code *", "Mobile Phone Number", and "Mobile Carrier" (with a dropdown menu). There are radio buttons for "Male" and "Female", and a "Date of Birth" field with the format "MM/DD/YYYY". A "Complete Registration" button is at the bottom right. A copyright notice "© 2010." is visible at the bottom left.

Simply fill out the information on the screen and click "Complete Registration". This will send you to the logged-in portion of the site and your Prewards account dashboard (see Step 4).

** Note that we ask for information like zip code, gender, and date of birth in order to send you the most relevant offers we can find.*

STEP 4 – Go to your Dashboard to see your offers (it may take up to 24 hours for offers to appear)

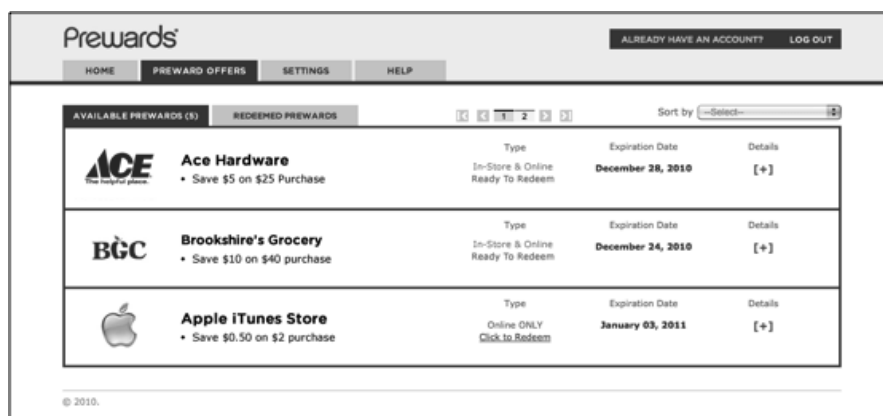


STEP 5 – Go Shopping using your Debit Card

Before heading out to redeem your Prewards, please note that ...

- **FOR ONLINE OFFERS**, you'll need to click a link on your dashboard before you begin shopping
- **FOR IN-STORE OFFERS**, all you need to do is use your card

The type of offers will be noted on the "Available Prewards" page as pictured below:

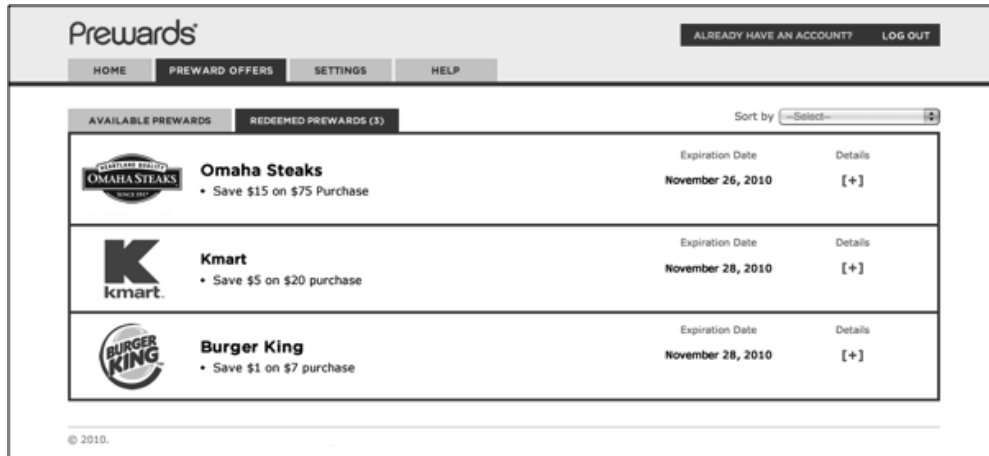


Two final notes:

- Merchants (clerks, cashiers, managers) may not know that the Prewards are being offered so do not be concerned if you mention the program and they do not know about it.
- The Preward redemption information will not show up on the receipt.

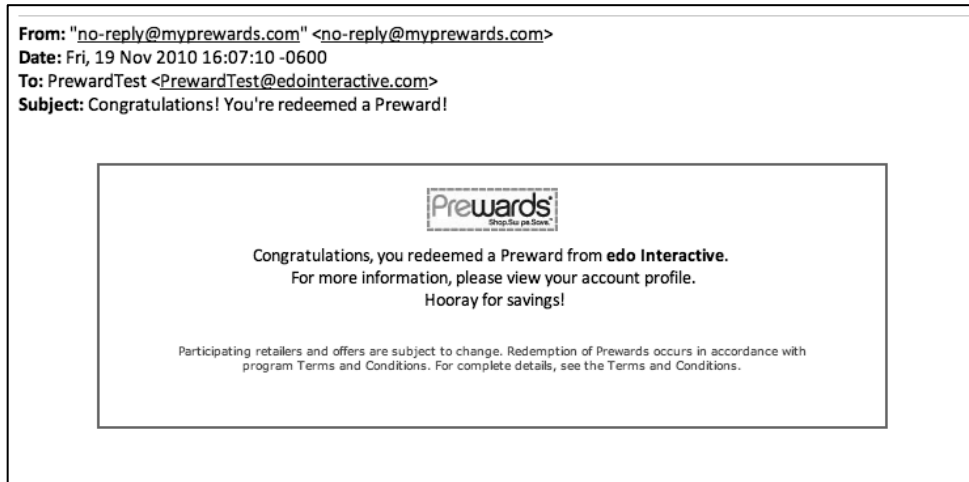
Step 6 – Check your account dashboard and email to see your redemptions (and savings!) add up

Here are examples of both the dashboard view that you will see when you redeem a Preward offer and the email that you will receive:



The screenshot shows the Prewards account dashboard. At the top, there is a navigation bar with 'HOME', 'PREWARD OFFERS', 'SETTINGS', and 'HELP'. A 'LOG OUT' button is visible in the top right corner. Below the navigation bar, there are two tabs: 'AVAILABLE PREWARDS' and 'REDEEMED PREWARDS (3)'. The 'REDEEMED PREWARDS (3)' tab is active, displaying a table of redeemed rewards. The table has columns for the reward name, expiration date, and details. Three rewards are listed: Omaha Steaks (Save \$15 on \$75 Purchase, expires November 26, 2010), Kmart (Save \$5 on \$20 purchase, expires November 28, 2010), and Burger King (Save \$1 on \$7 purchase, expires November 28, 2010). Each row has a '+' icon in the details column. A 'Sort by' dropdown menu is located at the top right of the table. The footer of the dashboard shows '© 2010'.

Reward Name	Expiration Date	Details
Omaha Steaks • Save \$15 on \$75 Purchase	November 26, 2010	[+]
Kmart • Save \$5 on \$20 purchase	November 28, 2010	[+]
Burger King • Save \$1 on \$7 purchase	November 28, 2010	[+]



The screenshot shows an email notification from Prewards. The email header includes the following information:

- From:** "no-reply@myprewards.com" <no-reply@myprewards.com>
- Date:** Fri, 19 Nov 2010 16:07:10 -0600
- To:** PrewardTest <PrewardTest@edointeractive.com>
- Subject:** Congratulations! You're redeemed a Preward!

The main body of the email features the Prewards logo and the following text:

Congratulations, you redeemed a Preward from edo Interactive.
For more information, please view your account profile.
Hooray for savings!

Participating retailers and offers are subject to change. Redemption of Prewards occurs in accordance with program Terms and Conditions. For complete details, see the Terms and Conditions.

Step 7 – Repeat Steps 4-6. It's as simple as that.

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