



Eitel's Rewards Program

Eitel's Florist is now pleased to offer the Corporate *Eitel's Rewards Program*, commencing **January 1, 2012**.

All Eitel's Florist customers will receive a **Complimentary membership** into the *Eitel's Rewards Program*.

For more than 100 Years, Eitel's Florist has been providing you with Quality, Style and Personal Service. We appreciate your continued business, and are committed to finding creative ways for our loyal customers to obtain even more value with every purchase.

The *Eitel's Rewards Program* is our way of **thanking you** for trusting us with your corporate floral & gift giving needs.

The *Eitel's Rewards Program* works like this...**The more you shop, the more you save...**

BUSINESS ACCOUNTS

| Tier | 2012 Calendar Year Purchases |
|-----------------|---|
| Courtesy | In appreciation of Businesses that purchased \$375 or more from Eitel's Florist from 7/1/2011 to 12/31/2011 , you will automatically receive 5% off all 2012 purchases.* |
| Tier #1 | When you spend \$375 , you receive 5% off all 2012 purchases.* |
| Tier #2 | When you spend \$775 , you receive 7% off all 2012 purchases.* |
| Tier #3 | When you spend \$1,775 , you receive 10% off all 2012 purchases.* |
| Tier #4 | When you spend \$5,000 , you receive 15% off all 2012 purchases.* |

BUSINESS ACCOUNT Exceptions: 1) Volume-based or 2) Recurring-Order Discounts

| Tier | 2012 Calendar Year Purchases |
|--|---|
| Tier #1 | When you purchase a quantity of (10) or more of the same floral designs/gourmet gift baskets at the same time, you receive 10% off your purchase.* |
| Qualifies For: | 1) No minimum dollar amount required for In-town orders (Standard delivery rates apply) 2) Free Delivery on orders of \$200 or more (if delivered locally to the same location) |
| Tier #2 | When you place a \$25 or more weekly delivery for a minimum period of (12 weeks) , you receive FREE delivery to your local destination. |
| ALL Business Exception Tiers Qualify for: May transition into Business Rewards category when YTD purchases reach \$375 | |



Eitel's Rewards Program GUIDELINES

ALL Customers: The *Eitel's Rewards Program* discounts are calculated based on FUTURE purchases from 1/1/2012 to 12/31/2012, unless a "Courtesy" discount is reflected in appreciation of the last six (6) month's business. All accounts and discounts will return to a zero balance on 1/1/2013 (exception: Courtesy tiers will recalculate based on 2012 activity).

Eitel's Rewards can be used toward future purchases* made either: 1) By phone, 2) In-store or 3) On-line.

DETERMINING YOUR DISCOUNT (calculations): 1) **INCLUDES:** All purchases & 2) **EXCLUDES:** Clearance items.

***FUTURE PURCHASE DISCOUNT EXCLUSIONS (Discount cannot be used for):** Delivery, Sales tax, Labor, Rentals, Bridal or Special Event Management services, Outgoing wire order/wire service charges, or Gift Card purchases. In addition, Cash & Carry flowers, Buy 1 Get 1 Free & Friday Flower specials **do not qualify** to receive the *Eitel's Rewards* discount (sales tax & wire service fee are not included).

Limit (Personal Accounts): Only one (1) additional promotion may be used simultaneously with an *Eitel's Rewards* discount per order. The maximum combined "TOTAL PURCHASE" discount allowable per order is **25% off your entire purchase**.

The *Eitel's Rewards Card* is not a credit card and doesn't allow for purchases to be charged "On-Account".

You must present your card at the beginning of the checkout process or mention at the start of a phone order.

The *Eitel's Rewards Program* requires a minimum of one purchase per year.

The *Eitel's Rewards Card* is non-transferrable and multiple account balances cannot be combined. **Limit one (1) membership/card per account.** Exception: Two (2) cards, with separate balances, may be issued to one person if maintaining separate a Personal & Business Eitel's account.

Business Accounts: New Business accounts will be required to show representation of business entity.

Every dollar you spend shopping at Eitel's, determines your respective Tier level. **Your dollars convert into a discount.**

At the end of each month, all customer accounts will be audited to determine purchase totals in relation to tier levels & respective discount rates.

Your *Eitel's Rewards Card* will be issued when your 2012 purchases qualify you for the Tier #1 discount or if you qualified for our "Courtesy" prior-year discount. Subsequent notifications will only be sent when you move to the next Tier.

Additional "**Rewards**" received with each new Tier, must be **used/scheduled in the 2012 calendar year.**

Your balance may be obtained from an Eitel's sales associate **after the 10th of each month** for the prior month's activity.

You may use any payment method you prefer.

Eitel's Florist reserves the right to alter or modify the practices and procedures of the *Eitel's Rewards Program* at any time without prior notification.

If you would like more information about our *Eitel's Rewards Program* for your Business, as well as additional programs available for you Personally or for an Organization or School, please ask an Eitel's sales associate today!