

This Communication Affects

System(s): All

Group(s): League List of Affected

CardCentives Inserts in March 2010 Statements

The **CardCentives** program is a compelling incentive for your cardholders to use your card. Each of the three CardCentives packages – Prime, Privilege or Premium – encourages increased activation, usage and loyalty for your credit or debit card program.

CardCentives Premium provides cardholders a valuable consumer benefits package, including:

- 90-Day Product Protection
- Extended Warranty
- Price Guarantee
- Identity Theft Victim Assistance
- Identity Theft Reimbursement Insurance
- Payment Card Registration
- Personal Shopper
- Concierge Services
- Family Medical Information Card
- Travel Reservation Service

CardCentives Privilege provides all of the benefits listed above except for Price Guarantee, Concierge Services and Family Medical Information Card. CardCentives Prime excludes the Personal Shopper and Extended Warranty from the Privilege list of cardholder benefits.

Annual CardCentives program inserts will be placed in your March 2010 cardholder statements. For your convenience, samples of the CardCentives brochures are included as attachments with this communication. Your cardholders will receive the insert that corresponds to the program your institution offers – Prime, Privilege or Premium.

TBS and BASE2000 Clients: CardCentives inserts will automatically be included in your March cardholder statements. Standard insertion fees will apply.

Pass-Through Clients: CardCentives inserts will be shipped to your statement processor on file for insertion into your March cardholder statements.

You may also choose to order an extra quantity of these attractive CardCentives inserts to display in your branches and remind your staff, cardholders and potential cardholders of the benefits of this program. Raising awareness about CardCentives is an easy way to help retain cardholders in today's challenging economic climate. To order extra inserts for your branches, please contact your League Client Services representative.

Questions?

Please call your League Client Services representative with any questions you may have.