

## 18 Something new at Erica's ~ Erica's Rewards Program

Erica's Rewards program replaces Erica's Savings Plan Card which we have had for over 35 years. (It's the purple card we've stamped for your in-store purchases.) Here are answers to questions you might have.



### **When did the new Rewards Program begin?**

It began September 1, 2009.

### **I like my purple card! Will I still get to carry a purple card to your store?**

Yes, we will give you a Purple Erica's Card with your name and customer number on it.

### **What are the differences between the old and the new program?**

The big difference is that previously if you spent \$6, \$7, \$8, or \$9 you got one stamp for \$5 spent. With the new reward program you will earn rewards for every dollar you spend on regularly priced merchandise. The usual exclusions continue to apply.

When you have spent \$100 you will have earned 10 reward dollars. We'll give you a reward certificate to use on a future purchase of regularly priced merchandise as soon as it has been earned.

### **How do I use or redeem a Reward Certificate?**

Simply present one or more Erica's Reward Certificates when you're ready to check out.

If you're placing an order online, simply mention the certificate number or numbers in the Special Instructions Box.

### **Can I use part of a Reward Certificate?**

Yes, our software will keep track of the remaining reward balance for you.

### **Do Reward Certificates expire?**

Yes, they expire six months after issue. The expiration date is noted on each certificate.

### **What if I lose a Reward Certificate?**

Our software will keep track of your certificates. When you're checking out, the software will prompt us if you have a certificate you can use and the software knows to use the oldest certificate first.

### **Do I turn in my filled Savings Plan Card?**

You have the option of keeping and redeeming filled Savings Plan Cards as before or you can turn them in for Reward dollars. A filled card is worth 10 reward dollars.

### **What about my less-than-filled Savings Plan Card?**

We are asking you to turn those in, and we will give you reward dollars for the stamped lines on unexpired cards. If your card is at least half filled but expired, is it worth 5 reward dollars. If you're not sure, ask one of our staff. They'll be able to help.

### **What happens when I return merchandise?**

Reward dollars will be deducted from your reward account at the same rate they're earned.

### **Does this apply to my purchases on Erica's web site, [www.ericas.com](http://www.ericas.com)? Yes, for the first time, we're able to offer additional savings to our online customers!**

When a Reward Certificate has been earned, it will be sent along with your order unless the order is being shipped to someone else. In that case, we'll email the certificate number to you instead.

### **Can I sell, trade, or share my Reward Certificates?**

Reward certificates have no cash value, and are non-transferable.

They can only be redeemed by the customer they were issued to.

