

ACTION REQUIRED: REVIEW OPT-OUT DETAILS

PROD 005 Presenting the ScoreCard Rewards ScoreBIG Sweepstakes for Bonus Points and CashBack Programs!

May 17, 2016



The moment you have been waiting for is just around the corner! Get ready to excite your cardholders and prepare to increase your 3rd and 4th quarter transactions in our BIGGEST event of the year! ScoreCard® Rewards is thrilled to announce the **2016 ScoreBIG Sweepstakes**. Cardholders are automatically entered to win one of 33 awesome prizes when they use your ScoreCard Rewards card from **Aug. 1 – Oct. 31, 2016** for qualifying purchases. Your financial institution and cardholders are automatically included. The best part is that FIS™ does all the work for you and pays for the prizes!

Questions?
If you have any questions, please contact FIS Client Relations.

This sweepstakes engages cardholders in your rewards program while driving increased transactions! Your cardholders in good standing automatically receive one entry for each month of the promotion. They will earn an additional entry for each eligible transaction they make using their Rewards Card from **Aug. 1 – Oct. 31, 2016**. For complete details, please see the Official Rules included with this communication.

Exciting Prizes!

This year we're giving away **33 prizes, all paid by FIS Loyalty Services**. More prizes mean more chances that one of your cardholders will win! It's our BIGGEST event of the year!

- **One (1) Grand Prize:** 1,000,000 ScoreCard Bonus Points
- **One (1) First Place Prize:** 250,000 ScoreCard Bonus Points
- **One (1) Second Place Prize:** 100,000 ScoreCard Bonus Points
- **Five (5) Third Place Prizes:** 10,000 ScoreCard Bonus Points
- **Ten (10) Fourth Place Prizes:** 7,500 ScoreCard Bonus Points
- **Fifteen (15) Fifth Place Prizes:** 5,000 ScoreCard Bonus Points

ACTION REQUIRED – REVIEW OPT-OUT DETAILS

Participation in the ScoreBIG Sweepstakes is optional. If your financial institution does not wish to participate in this sweepstakes, you must complete and return the attached **2016 Opt-out Form** by **June 15, 2016**. If you choose to not participate, you will follow your program's standard insert schedule. Sample images of the standard inserts are provided further in this communication for your reference.

Promote, Promote, Promote!

Successful marketing is a catalyst for driving transactions and building loyalty for your financial institution. Make sure to promote your ScoreCard program and this FIS sponsored ScoreBIG Sweepstakes to your cardholders!

- Use statement inserts as take-ones for all branch lobbies.
- Use our free digital media to advertise on your website and in eCommunications.
- Share content from ScoreCard's social media pages (instructions on how to share content is available under **Social Media Content** on www.LoyaltyMarketingOnline.com)

To view and download the sweepstakes rules, download free digital media to promote the sweepstakes, or order existing ScoreBIG Sweepstakes materials, please visit www.LoyaltyMarketingOnline.com and visit the **ScoreBIG Sweepstakes** link, which will be available in June. If you wish to create your own marketing materials, submit PDF copies to FIS Client Relations for review, allowing 72 hours for the approval process prior to printing.

Statement Inserts

Bonus Points Programs

An insert promoting the ScoreBIG Sweepstakes will be included in cardholder statements mailed in August. A sample of the insert is provided further in this communication for your reference. Standard insert fees apply. For those that opt out of the ScoreBIG Sweepstakes, you will receive your regularly scheduled Bonus Points Program Reminder in August.

CashBack Programs

An insert promoting the ScoreBIG Sweepstakes will be included in cardholder statements mailed in August. A sample of the insert is provided further in this communication for your reference. Standard insert fees apply. For those that opt out of the ScoreBIG Sweepstakes, you will receive your regularly scheduled CashBack Program Reminder in September.

NOTE Statement inserts used as take-ones in branch lobbies are a fantastic way to promote the sweepstakes and drive transactions. Maximize the marketing impact and get your cardholders excited about using your card! Additional ScoreBIG Sweepstakes inserts can be ordered by visiting www.LoyaltyMarketingOnline.com.

TBS and BASE2000 Clients

FIS will automatically include the sweepstakes insert with cardholder statements mailed during August. Normal insertion fees apply.

EFT Services – St. Pete Clients

FIS will ship the inserts to the address you have established in your ScoreCard file prior to the scheduled insertion month. Please be sure to notify your statement processor of your insert schedule. Normal shipping and handling fees from FIS and insertion fees from your statement processor will apply. We will automatically bill all shipping and handling costs through your SAP Billing invoice. You will be billed for all RETURNED shipment costs as well, so be sure to coordinate the shipments with your statement processor.

Statement Messages

Statement messages will advertise the sweepstakes to cardholders on statements produced during August and September. The verbiage for each month is provided below.

TBS and BASE2000 Clients

FIS will automatically print the applicable statement message on cardholder statements.

EFT Services – St. Pete Clients

Please provide the messages to your statement processor for the months indicated to promote the sweepstakes.

August

YOU COULD WIN 1,000,000 BONUS POINTS, OR ONE OF 32 OTHER VALUABLE BONUS POINT PRIZES. YOU'RE AUTOMATICALLY ENTERED IN THE SCOREBIG SWEEPSTAKES. FOR EACH QUALIFYING PURCHASE MADE BETWEEN AUG 1 AND OCT 31, YOU'LL RECEIVE AN ADDITIONAL ENTRY, INCREASING YOUR CHANCES OF WINNING! VISIT WWW.SCORECARDREWARDS.COM FOR DETAILS.

September

USE YOUR SCORECARD REWARDS CARD FOR ALL YOUR PURCHASES AND EARN MORE CHANCES TO WIN 1,000,000 BONUS POINTS! YOU'RE AUTOMATICALLY ENTERED IN THE SCOREBIG SWEEPSTAKES. FOR EACH QUALIFYING PURCHASE MADE BETWEEN AUG 1 AND OCT 31, YOU'LL RECEIVE AN ADDITIONAL ENTRY IN THE SCOREBIG SWEEPSTAKES. VISIT WWW.SCORECARDREWARDS.COM FOR DETAILS.

October

USE YOUR SCORECARD REWARDS CARD FOR ALL YOUR PURCHASES AND EARN MORE CHANCES TO WIN 1,000,000 BONUS POINTS! YOU'RE AUTOMATICALLY ENTERED IN THE SCOREBIG SWEEPSTAKES. FOR EACH QUALIFYING PURCHASE MADE BETWEEN AUG 1 AND OCT 31, YOU'LL RECEIVE AN ADDITIONAL ENTRY IN THE SCOREBIG SWEEPSTAKES. VISIT WWW.SCORECARDREWARDS.COM FOR DETAILS.

Standard statement message costs apply.

Cardholder Eligibility and Awarding Prizes

Participation in the sweepstakes couldn't be easier. Eligible cardholders with accounts in good standing at the time of statement production in August, September and October will automatically receive one entry for each month of the promotion. They will earn an additional entry for each eligible transaction they make using their Rewards Card from **Aug. 1 – Oct. 31**.

In the event a selected winner does not return the Affidavit of Eligibility within the permitted time frame, a second attempt will be made to encourage the cardholder to return the affidavit. The Affidavit of Eligibility is a document verifying the cardholder's eligibility to win a prize in ScoreCard's ScoreBIG Sweepstakes, as well as a release for the cardholder's financial institution to market the winner(s) and their prize for one year. The affidavit must be signed by the cardholder and a notary. If, after the second attempt, the Grand, First or Second Prize winner remains ineligible, an alternate winner will be selected. We will continue with the award selection and notification process until these prizes are claimed. Please note that winners and alternates may or may not be from your financial institution.

Grand Prize Details – A Million Points!

The Grand Prize winner will receive 1,000,000 Bonus Points! The winner will be able to use their points for any of the exciting merchandise or travel on the ScoreCard Rewards website.

Local Winner – Guarantee a Winner!

What could be more exciting than guaranteeing that one of your cardholders is a sweepstakes winner? Present your cardholders with an exclusive ScoreBIG Sweepstakes for your financial institution! You select the prize(s) you wish to award to qualifying cardholders within your card base. Simply complete the attached 2016 Local Drawing Request Form and submit by **June 15, 2016**. Upon our receipt of the form, you will receive an acknowledgement letter by e-mail. Since this is considered an independent sweepstakes from the official ScoreCard Rewards ScoreBIG Sweepstakes, please be certain to advertise how to enter, the prize details, and any limitations that you may impose.

You are responsible for all legal compliance obligations, such as any additional state registration and bonding requirements, if your Local Winner prize promotion triggers the application of such obligations.

ScoreBIG Sweepstakes Insert Sample

Front

33 PRIZES

ScoreCard® Rewards
SCORE BIG
sweepstakes

You're automatically entered just for being a cardholder!

Earn an additional entry for each qualifying purchase made with your ScoreCard® Rewards Card between August 1 and October 31, 2016.

SCORECARD
...BECAUSE LIFE SHOULD BE REWARDING!

Back

SCORECARD

WIN BIG in our **BIGGEST** event of the year!
With 33 PRIZES awarded, how will you reward yourself?

- **GRAND PRIZE:**
1 million ScoreCard® Bonus Points
- **1ST PLACE:** 250,000 ScoreCard Bonus Points
- **2ND PLACE:** 100,000 ScoreCard Bonus Points
- **(5) 3rd Place Winners will receive:** 10,000 ScoreCard Bonus Points
- **(10) 4th Place Winners will receive:** 7,500 ScoreCard Bonus Points
- **(15) 5th Place Winners will receive:** 5,000 ScoreCard Bonus Points

ScoreCard® Rewards
SCORE BIG
sweepstakes

For sweepstakes rules and complete prize details visit:
ScoreCardRewards.com

100005 SC 095 040016

If your financial institution chooses **NOT** to participate in this sweepstakes the below inserts will be distributed instead of the ScoreBIG Sweepstakes Insert:

August Standard Insert for Bonus Points Programs

Front

REWARDS BROCHURE

SCORECARD
...BECAUSE LIFE SHOULD BE REWARDING!

f t p

Back

SCORECARD

Use your ScoreCard Rewards card for purchases and earn valuable **Bonus Points**. These points can be redeemed for exciting merchandise and travel rewards!

- Thousands of items available
- Top brand names like Apple®, Dyson®, Sony® and Pandora®
- Online ordering available 24/7

Instax® WIDE 500 Instax® Camera Bundle by FUJIFILM Catalog #: 37-6260

Dooney & Bourke® Floretine Bristol Satchel - Natural Catalog #: 37-6224

41-Piece Project Kit with 3.6-volt Lithium Screwdriver by Skil® & DeWalt® Catalog #: 37-6165

Microsoft® Surface 3 64GB Tablet Catalog #: 37-7629

To view all redemption options, please log in online at ScoreCardRewards.com

1000418 SC 418 092016

September Standard Insert for CashBack Programs

Front

CASHBACK REWARDS

SCORECARD
...BECAUSE LIFE SHOULD BE REWARDING!

f t p

Back

SCORECARD

IT'S SO EASY TO EARN A CASHBACK REWARD!

Just use your ScoreCard Rewards card whenever you shop. For each qualified purchase you make, you'll earn cash back.

The more you use your card, the greater your cash reward!

Check out your CashBack balance at ScoreCardRewards.com.

*Qualified purchases do not include cash advances, balance transfers, convenience checks or returns.

1000202 SC 202 042016

FAQ – The ScoreCard Rewards ScoreBIG Sweepstakes

Q. What are the costs to our financial institution?

A. There are no enrollment fees for you to participate. FIS developed this sweepstakes and all related marketing materials. TBS and BASE2000 clients will be billed for the August insert. Normal insertion fees will apply for August. EFT Services – St. Pete clients will be billed for shipping and handling costs in August and your processor may apply insertion fees during this time. FIS will conduct the drawing, coordinate winner notification and eligibility certification. If you choose to guarantee a winner from your pool of eligible ScoreCard accounts, your financial institution will be responsible for any costs associated with the local prizes and/or Bonus Points awarded to winner(s). Once your local winner(s) have completed the certification process, FIS will bill your financial institution for the prizes you have chosen to award.

Q. How can I ensure that one of our cardholders is a winner?

A. Complete the **Local Drawing Request Form** attached to this *Marketing Update* and fax to **727.570.4861, Attn: ScoreBIG Sweepstakes 2016**. The form must be received by **June 15** to participate and add your own local prizes. If you wish to use this promotional tool to guarantee that one or more of your cardholders is a winner, your financial institution will be responsible for any costs associated with the local prizes and/or Bonus Points awarded. At the completion of the prize drawing and winner certification process, if you have chosen to award local prizes, we will hold an additional drawing from among your institution's ScoreCard accounts to select a local winning entry.

Q. Who pays for our local in-branch marketing and promotion?

A. We recommend that you promote the sweepstakes in branches, on your website, through social media, and in any publications, such as newsletters, but any costs associated with your promotions are your responsibility. FIS has developed collateral marketing materials that can be purchased for a nominal cost to help you promote the sweepstakes in all of your branches. Any promotional material or text associated with ScoreCard that you develop must be approved in advance by the FIS Loyalty Services marketing team.

Q. How can I get marketing materials for use in my branch offices?

A. Please visit www.LoyaltyMarketingOnline.com to view and purchase marketing materials for ScoreBIG 2016. Web and video graphics are free. Printed marketing materials have a nominal cost associated with them.

Q. What if our financial institution does not want to participate in The ScoreCard Rewards ScoreBIG Sweepstakes?

A. Any financial institution with a Bonus Point, CashBack, or Prepaid program that **DOES NOT** want to participate is required to fax a completed **2016 Opt-Out Form** no later than **June 15** to **727.570.4861, Attn: ScoreBIG Sweepstakes 2016**.

Q. When is the prize drawing?

A. Prize drawings will take place in November 2016. Potential winners will be notified and required to return an Affidavit of Eligibility within fourteen days to collect their prize. For Grand Prize, First Place Prize and Second Place Prize, if notification letters are returned undeliverable or the prize is unclaimed, we will make a second attempt to contact the winner. If the notification letter is returned from the second attempt as undeliverable or if the prize is unclaimed, the prize may be awarded to an alternate winner selected in a random drawing from remaining eligible entries. For Third and Fourth Place Prizes, if notification letters are returned undeliverable or the prize is unclaimed, the prize will be forfeited and an alternate will not be selected.

Q. Will there be anything on the ScoreCardRewards.com Web site about the ScoreBIG Sweepstakes?

A. Yes. ScoreCardRewards.com will feature information about the sweepstakes, promotional advertising and **Official Rules** and details.

Q. What can the cardholders win?

A.

- **One (1) Grand Prize:** 1,000,000 ScoreCard Bonus Points
- **One (1) First Place Prize:** 250,000 ScoreCard Bonus Points
- **One (1) Second Place Prize:** 100,000 ScoreCard Bonus Points
- **Five (5) Third Place Prizes:** 10,000 ScoreCard Bonus Points
- **Ten (10) Fourth Place Prizes:** 7,500 ScoreCard Bonus Points
- **Fifteen (15) Fifth Place Prizes:** 5,000 ScoreCard Bonus Points

Q. What if one of my CashBack cardholders is a Prize Winner?

A. If a CashBack cardholder wins a prize, ScoreCard will create an online account with a balance of the appropriate number of bonus points so that the cardholder can redeem for any items within the standard merchandise catalog.