

Save Every Mile Loyalty Program The App & Points



**SCAN
CODE TO
GET APP**

The Save Every Mile Mobile App

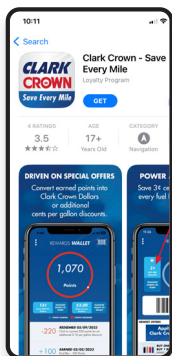
Save Every Mile lets customers receive cents off per gallon and earn points inside the store – all with a simple-to-use app on their mobile device.

How to Download the Save Every Mile App

App available at SaveEveryMile.com or by scanning the QR code at the store, or through the App Store and Google Play on your smart phone.

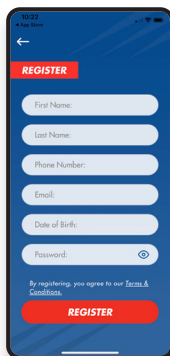
EMPLOYEES!

Download the app now for hands-on experience.



Get App

Scan or download to install.



Create Account

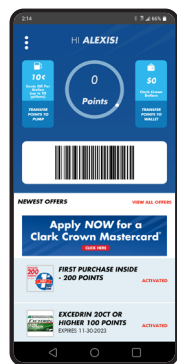
Enter information and create a password.

Customer Enrollment

After the customer downloads the app, they need to create an account to start saving. Follow these steps:

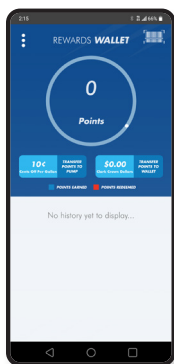
- 1 Enter name, address and phone number
- 2 Enter information and create a password
- 3 Allow location access

Navigating the Save Every Mile App



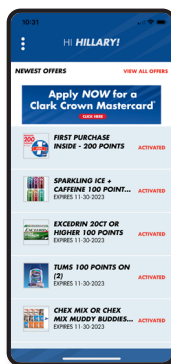
Home Page

Manage points, bar code, monthly promotional offers.



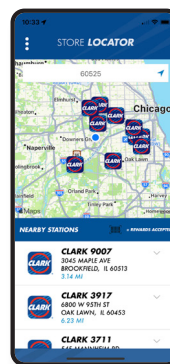
Rewards Wallet

Points details, points management.



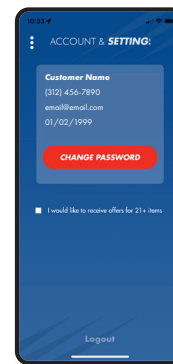
Offers

Shows monthly *Save Every Mile* offer details.



Store Locator

Locates Clark or Crown Locations near consumer.



Account Settings

Users can update account settings.

INTRODUCTORY OFFER

For all new customer enrollees.

At the pump

10¢ off 1st fuel purchase

10¢ off 3rd fuel purchase

15¢ off 5th fuel purchase

In the store

200 Bonus Points

for 1st in-store purchase*



Saving at the Pump

Customers enjoy instant savings at the pump and easy redemption through the **Save Every Mile** app.

Introductory offer:

- **10¢ off** 1st fuel purchase
- **10¢ off** 3rd fuel purchase
- **15¢ off** 5th fuel purchase

Ongoing:

- **3¢ per gallon** rollback on every fuel purchase

Maximum 20 gallons per visit.



Earning Points in the Store

Points add up fast and are easily managed and redeemed through the **Save Every Mile** app.

- Earn points for every purchase of **Save Every Mile** offers, use at the pump or in the store
- Points earned-per-product vary
- **200 bonus points** earned for first in-store purchase*
- When making purchase, cashier scans bar code in the Save Every Mile app, or customer manually enters ALT ID (phone number) into pin pad, points are added to Rewards Wallet, customer converts points to Clark Crown Dollars
- **110 points = \$1 Clark Crown Dollar off purchases in the store**
- **220 points = \$2 Clark Crown Dollars off purchases in the store**

*May not be applied to the purchase of alcoholic beverages, tobacco and nicotine products, lottery tickets and cards, video gambling machine services, and financial products including gift cards and phone cards.



Stack Points for bigger savings!

Points earned in store can be stacked onto everyday **3¢ per gallon savings!**

Stackable Earnings

Points earned in the store can also be transferred to savings at the pump and stacked onto the ongoing everyday 3¢ per gallon savings for even bigger savings!

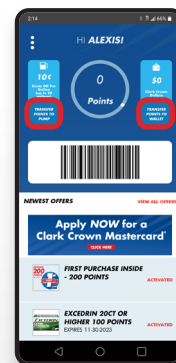
- **110 points = 5¢ off per gallon at the pump**
(3¢ + 5¢ = 8¢ off per gallon)
- **220 points = 10¢ off per gallon at the pump**
(3¢ + 10¢ = 13¢ off per gallon)

Transferring Points

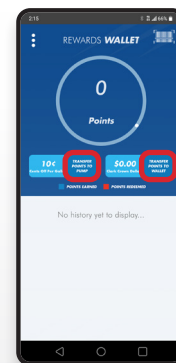
Customers can transfer points earned to save at the pump or redeem in the store. Points transferred to the pump can be stacked with 3¢ off everyday offer for further savings on fuel!

- **110 points** = 5¢ off per gallon at the pump or \$1 off purchases in the store
- **220 points** = 10¢ off per gallon at the pump or \$2 off purchases in the store

It's simple to transfer points. Follow prompts on Home Page or Rewards Wallet in the **Save Every Mile** app.



Home Page



Rewards Wallet



Redeem Savings at the Pump

Customer simply follows the prompts on the pin pad at the pump:

- 1 Select 'Save Every Mile' or loyalty prompt.
- 2 Enter loyalty number (phone number).
- 3 Choose payment method.
- 4 Price rolls back.
- 5 Then fuel!



Redeem Points in the Store (Clark Crown Dollars)

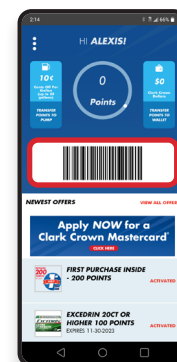
Once customers have transferred their points earned in the store to Clark Crown Dollars into the Wallet, they can redeem those dollars off total purchase price in the store.

CUSTOMER STEPS

- 1 Choose 110 or 220 Clark Crown Dollars to redeem.

CASHIER STEPS

- 1 Ring up items being purchased.
- 2 Ask customer to open their Save Every Mile app.
- 3 Scan bar code on the Home Page.
- 4 Alt option: Customer enters Alt ID (phone number) into pin pad.
- 5 Total due is reduced.
- 6 Complete transaction as usual.



Home Page

*Clark Crown Dollars may not be applied to the purchase of alcoholic beverages, tobacco and nicotine products, lottery tickets and cards, video gambling machine services, and financial products including gift cards and phone cards.

Clark Crown Dollars not authorized for fuel purchased.

Points expire after one year.