

Save Every Mile Loyalty Program Program Overview



Welcome to the Save Every Mile program!

This exciting program is intended to strengthen customer loyalty and drive more traffic to your sites. **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.

Store Benefits

- Drives more traffic and sales at your stores
- Low-cost participation
- Free POP materials
- New product promotional offers every month to promote inside sales

Customer Benefits

- No cost to participate
- No additional cards to carry
- Option to save on fuel or in-store purchases
- Easy redemption and points management

Monthly Offers!
Find monthly **Save Every Mile** offers on the Home Page of the **Save Every Mile** app.



Bonus Points!
Apply for and use the **Clark Crown Mastercard** for an additional **1650 Save Every Mile BONUS POINTS!**

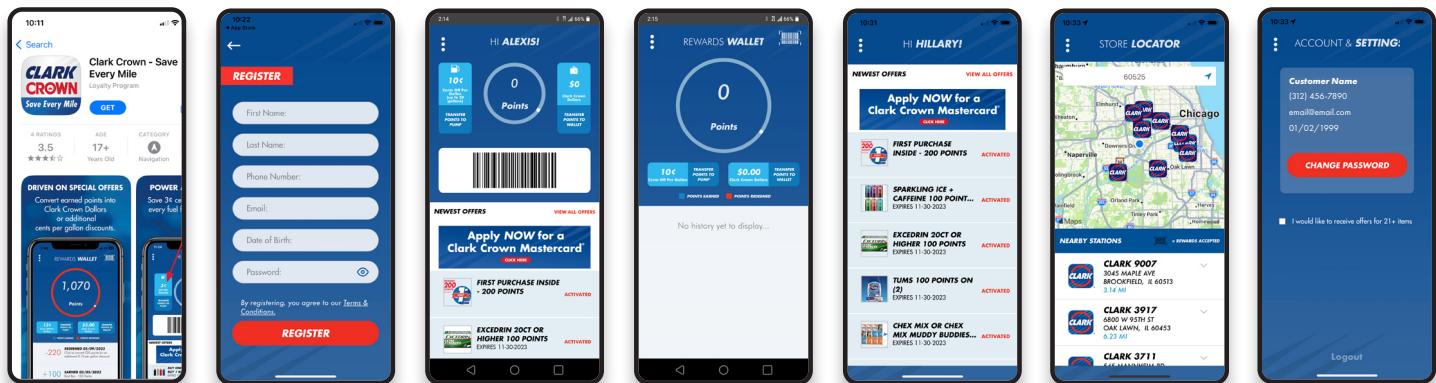
- **Plus 1.5% off** every Clark Crown purchase
- **1% off** all other purchases



**SCAN CODE
TO GET
APP**

The Save Every Mile Mobile App

Customers download the app, create an account, and start saving! 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.



Get App

Scan or download to install.

Create Account

Enter information and create a password.

Home Page

Manage points, bar code, monthly promotional offers.

Rewards Wallet

Points details, manage points.

Offers

Shows monthly **Save Every Mile** offer details.

Store Locator

Find a store near you.

Account Settings

Update your account settings.

INTRODUCTORY OFFER

For all new customer enrollees.

At the pump

10¢ off 1st fuel purchase

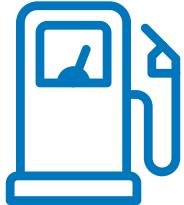
10¢ off 3rd fuel purchase

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 customer Mobile ID (bar code) in the **Save Every Mile** app, 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)