

TIMING: There will be a pilot program to introduce **Print at Home Rewards** beginning **September 26, 2010**

- The Pilot will be held in Cherry Hill, NJ and Wilmington, DE
- It will last 3 weeks with 1 week of pilot analysis
- **NATIONAL LAUNCH: October 17, 2010**

Reward Delivery Methods:

- RecycleBank uses four delivery methods for reward fulfillment.
- It is important to know that the four methods are not choices of delivery.
- The four methods of delivery are:
 - Online Rewards where a promo code is delivered directly to your email account.
 - Print at Home Rewards giving members the luxury of no more waiting!
 - Mailed Rewards (includes gift cards) which arrive via first class mail.
 - Other Rewards types (sweepstakes entries and donations) where you enter or donate and we wish you luck or Thank You!

Why is this good for our members?

- You told us you wanted it faster, better, quicker, and we heard you loud and clear. Just bypass the mail and click Print!
- It's fast! No more waiting for the post office delivery.
- Instant reward gratification...who doesn't like that?
- We've added the advancement of rolling expiration dates based on your time of printing which will make for a better reward experience every time.

Why is this good for RecycleBank?

- Reduction in dependence of U.S. Postal Service
- Reduction in wait time for our members.
- Reduction in social media responses to, "Where are my rewards?"
- Better rewards experience overall for our members with more options.

Here's the scoop:

- Selected rewards can now be printed conveniently in your home when you're ready to use them.
- It's fast, easy, and ready to use as quickly as you can click print.
- You can tell which rewards are *print at home rewards* by the 'print at home' icon in the upper left hand corner.
- You will need to install a free *one-time software download* in order to print the rewards directly from your printer.
- If your reward should fail to print for some reason, Coupons, Inc, the third party service fulfilling *print at home rewards* will offer to send you your reward by US Mail.
- Can't print now? Then we'll send you an email with links so you can print your reward(s) when you're ready.
- No printer? No problem...just give us a call at 1-888-727-2978 and our customer care team will send you the reward right to your home by first class mail.
- Remember, you also have online rewards, mailed rewards (including gift cards), donations and sweepstakes to choose from.