

9.500"

1.250"

FOLD



Street Address  
City, State Zip

PRESORTED  
First-Class Mail  
U.S. Postage  
**PAID**  
Member Bank

FOLD

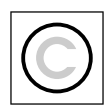
4.125"

Rina Rasheed  
123 New Control Street  
Southampton, PA 18976



Get a \$10 statement credit  
*See inside*

FOLD



**NEW CONTROL**  
350 N. LaSalle St.  
Suite 1000  
Chicago IL 60610  
312 274-1590

ECD: BA  
CD: XX  
CW: XX  
AD: XX  
AE: XX

4.125"

FOLD

"Visa payWave DM"

**Version: C**  
**Revision: 0**

Merchant Offer

**BLACK**

**Component Name:**  
237-7703 G OE r0

**Client:**  
Visa

**Project Name:**  
Visa payWave DM Program

**Document Size (h/w):**  
9.500" x 9.500"

**Finished Size (h/w):**  
4.125" x 9.500"

**Window (h/w):**  
1.250" x 4.000"  
0.625" From Bottom  
0.625" From Left

**Date Revised:**  
07/02/2007

**Page:**  
1

**Fonts:**  
Whitney

**Art:**  
postnet\_fpo.tif  
Member Logo.K.eps

**Flat is printing at:**  
100%

**Note:**  
None



9.500"

1.250"

FOLD

FOLD

4.125"



FOLD

FOLD



**NEW CONTROL**

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4.125"

"Visa payWave DM"

Version: C  
Revision: 0

Merchant Offer

**BLACK**

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237-7703 G OE r0  
Client:  
Visa  
Project Name:  
Visa payWave DM Program  
Document Size (h/w):  
9.500" x 9.500"  
Finished Size (h/w):  
4.125" x 9.500"  
Date Revised:  
07/02/2007  
Page:  
2  
Fonts:  
None  
Art:  
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Flat is printing at:  
100%  
Note:  
None





NEW CONTROL  
350 N. w St.  
Suite 1000  
Chicago IL 60610  
312 274-1590

ECD: BA  
CD: AT  
CW: JL  
AD: TL  
AE: JG

3.875"



# Get a \$10 credit when you make 3 purchases!

Just use your <CARD NAME> with Visa® payWave

Rina Rasheed  
123 New Control Street  
Southampton, PA 18976



For your accounting ending in: XXXX

Dear Rina Rasheed,

Your <CARD NAME> comes with Visa payWave. So it gives you a faster, easier way to pay when you're on the go. Plus, when you make at least 3 purchases with your card between September 1 and September 31, 2007\*, we'll give you a \$10 statement credit as a "thank you."

It's easy to get your \$10 statement credit:

- 1. Look for this symbol at checkout.** There are hundreds of merchants to choose from! For a list of merchants that accept Visa payWave, visit [visa.com/payWave](http://visa.com/payWave).
- 2. Wave your card in front of the secure reader.** You don't need to sign a receipt for most purchases under \$25.
- 3. Get a \$10 statement credit.** Your card will be credited automatically once you complete 3 payWave transactions.



Keep in mind, you can also use your card the traditional way at places that don't yet accept Visa payWave. So be sure to use your <CARD NAME> everywhere you go.

Sincerely,

<Name>

<Title>

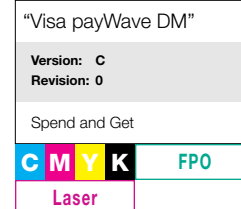
**Your purchases are secure.** Every purchase is protected with Visa's Zero Liability\*\* Policy.

P.S. You can use your <CARD NAME> for smaller purchases like coffee, fast food, even stamps. So making 3 purchases couldn't be easier!



\* Only Qualifying Purchases with the enrolled Visa card(s) can earn points. A "Qualifying Purchase" is any signature-based purchase, Internet purchases, phone or mail order purchases, bill payments, contactless purchases (purchases made by holding your Visa card or other device up to a secure reader instead of swiping your card), or small dollar purchases for which you are not required to sign, made with an enrolled Visa card, which is processed or submitted through the Visa U.S.A. Inc. payment system. Do not use a Personal Identification Number (PIN) when paying for your purchases with your enrolled Visa card if you want to earn points for such purchases. PIN-based purchases, purchases you initiate through identification technology that substitutes for a PIN, payments of existing card balances, balance transfers, cash advances, ATM transactions, convenience checks, Interlink-processed transactions, fees charged by us (for example, annual fees, finance charges, and related service charges, if any apply), payments made for pre-paid and re-loadable cards such as certain gift cards, Visa Buxx, and similar cards, payments made for payment instruments that can readily be converted to cash (for example, travelers cheques, money orders, wire transfers, and similar products or services), or transactions that are not processed or submitted through the Visa U.S.A. Inc. payment system are not Qualifying Purchases. We reserve the right to determine in our sole discretion whether a particular Visa card transaction is a Qualifying Purchase. Bonus points will be posted to your Visa Extras account within 8 weeks after the end of the promotion.

\*\* Payment is guaranteed with Visa Zero Liability. Covers U.S.-issued cards only. Visa's Zero Liability Policy does not apply to commercial credit card, ATM transactions, or PIN transactions not processed by Visa. Cardholder must notify card issuer promptly of any unauthorized use. Consult issuer for additional details or visit [www.visa.com/security](http://www.visa.com/security).



Component Name:  
237-7703 C LT r1  
Client:  
Visa  
Project Name:  
Visa payWave DM Program  
Document Size (w/h):  
8.500" x 11.000"  
Finished Size (w/h):  
8.500" x 3.875"  
Date Revised:  
07/02/2007  
Page:  
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Fonts:  
Whitney  
Art:  
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CI terminal\_K.tif  
FPO\_Signature\_K.tif  
Member\_Logo\_K.eps  
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transaction\_02\_K.tif  
VBM\_CMYK.eps

FOLD B

Flat is printing at:  
100%  
Note:  
None

FOLD B

FOLD A

FOLD A

3.250"





NEW CONTROL  
350 N. LaSalle St.  
Suite 1000  
Chicago IL 60610  
312 274-1590

ECD: BA  
CD: AT  
CW: JL  
AD: TL  
AE: JG

3.875"

FOLD B

3.875"

FOLD A

3.250"

# Answers to questions you may have

## Q. What is payWave?

**A.** Visa payWave is a new payment feature that gives Visa cardholders a faster way to make purchases. With payWave, you simply wave your card in front of a secure reader instead of swiping it. Nothing else about the transaction process changes. Your payWave purchase goes through the same process as a traditional purchase.

## Q. What are the benefits of payWave?

**A.** Visa payWave lets you speed through the checkout process – fast. Forget about fumbling for cash, counting change or entering a PIN. You don't even need to sign a receipt for most purchases under \$25.

## Q. Where can I make payWave purchases?

**A.** You can shop at hundreds of places including convenience stores, movie theaters and quick-service restaurants. For a full list of merchants that accept payWave transactions, visit [visa.com/payWave](http://visa.com/payWave). Of course, you can also swipe your card at places that don't yet accept Visa payWave.

## Q. Is it secure?

**A.** Yes. With Visa payWave, your card never leaves your hand, so you remain in control during the entire transaction. Plus, your card is protected against unauthorized payWave and traditional transactions by Visa's Zero Liability Policy.

## Q. How does payWave work?

**A.** A special computer chip embedded in the card features the latest technology to send payment information to a secure reader. The chip can only be read in close proximity to the reader (1-2 inches). After waving your card, the reader alerts you that your information is being processed through Visa's secure network.

Find local merchants that accept Visa payWave at [visa.com/payWave](http://visa.com/payWave)



"Visa payWave DM"

Version: C  
Revision: 0

Spend and Get

BLACK

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Page:  
2

Fonts:  
Whitney

Art:  
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VBM\_1c\_70%K.eps

Flat is printing at:  
100%

Note:  
None

FOLD B

FOLD A

