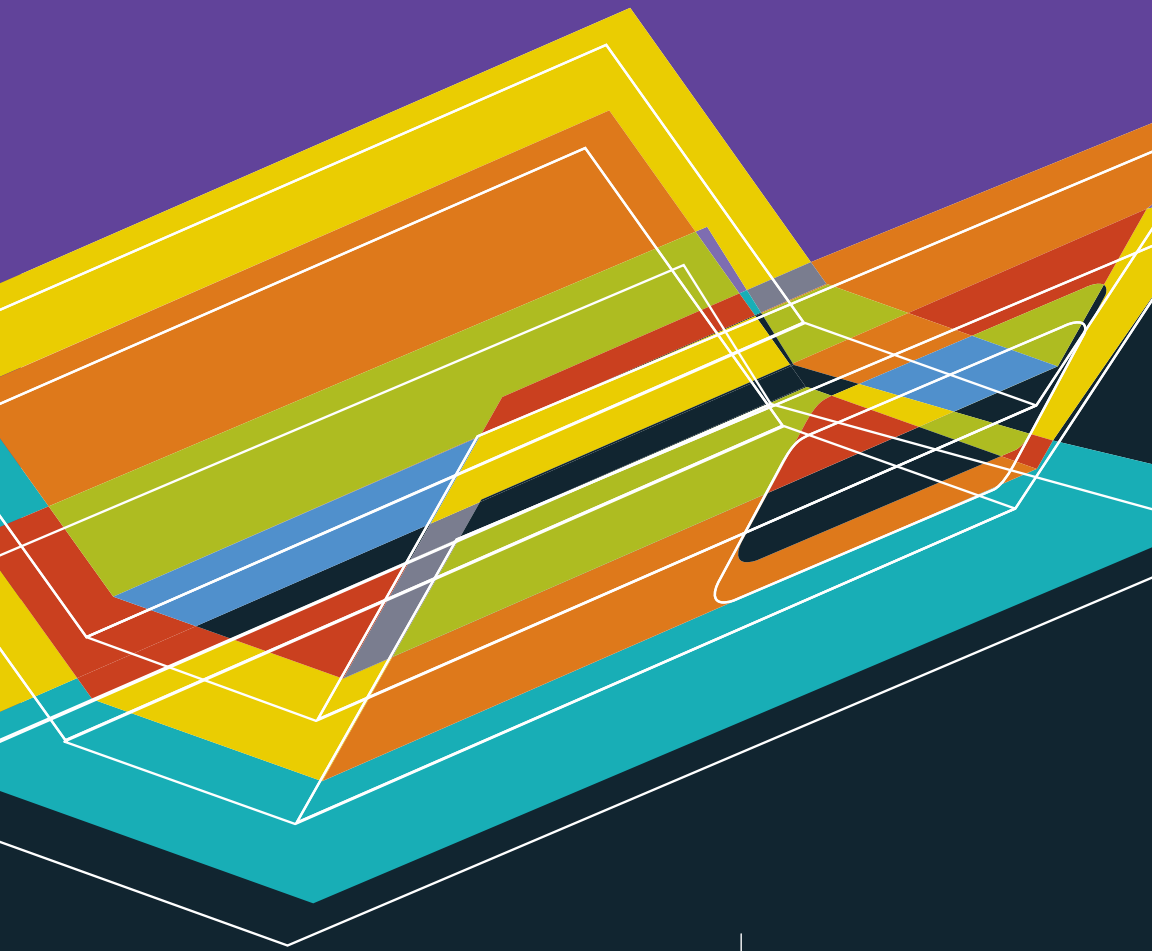


# Loyalty

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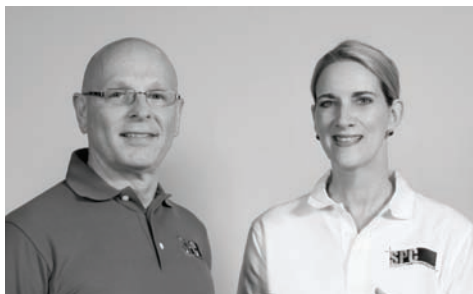
# What's your activity rate?

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U.S. HOUSEHOLDS BELONG TO AN AVERAGE OF 14 DIFFERENT LOYALTY PROGRAMS, BUT ONLY 6 ARE ACTIVELY USED.

We offer a specialized group of established professionals dedicated to building and optimizing Loyalty programs that actually drive engagement with your Brand. We leverage customer data (audience attributes, behaviors and preferences) to create relevant, meaningful and results-driven communications that build the lifetime value of your customers.

We are confident that after reviewing your current program we can offer solutions that provide insight, build engagement and help optimize your current execution. Let us show you how to win over the hearts and minds of your customers all over again with an effective, reinvigorated, data-driven Loyalty program.



Gil Bathgate, VP Loyalty Division, and Catherine Gnall, National Sales Account Executive, together manage the Loyalty group at SPC, and bring over 32 years of combined industry experience.

# What We Do

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- † New customer welcoming and on-boarding
- † Loyalty card issuance & membership fulfillment
- † Life-event & activity trigger marketing
- † Lifestyle product cross- or up-sell campaigns
- † Ongoing reward marketing
- † Membership program upgrades
- † New customer acquisition through predictive modeling
- † Reactivation campaigns

*We help shift your marketing efforts from a campaign to a conversation.*

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THERE ARE 1.8 BILLION LOYALTY PROGRAM MEMBERSHIPS IN THE U.S.

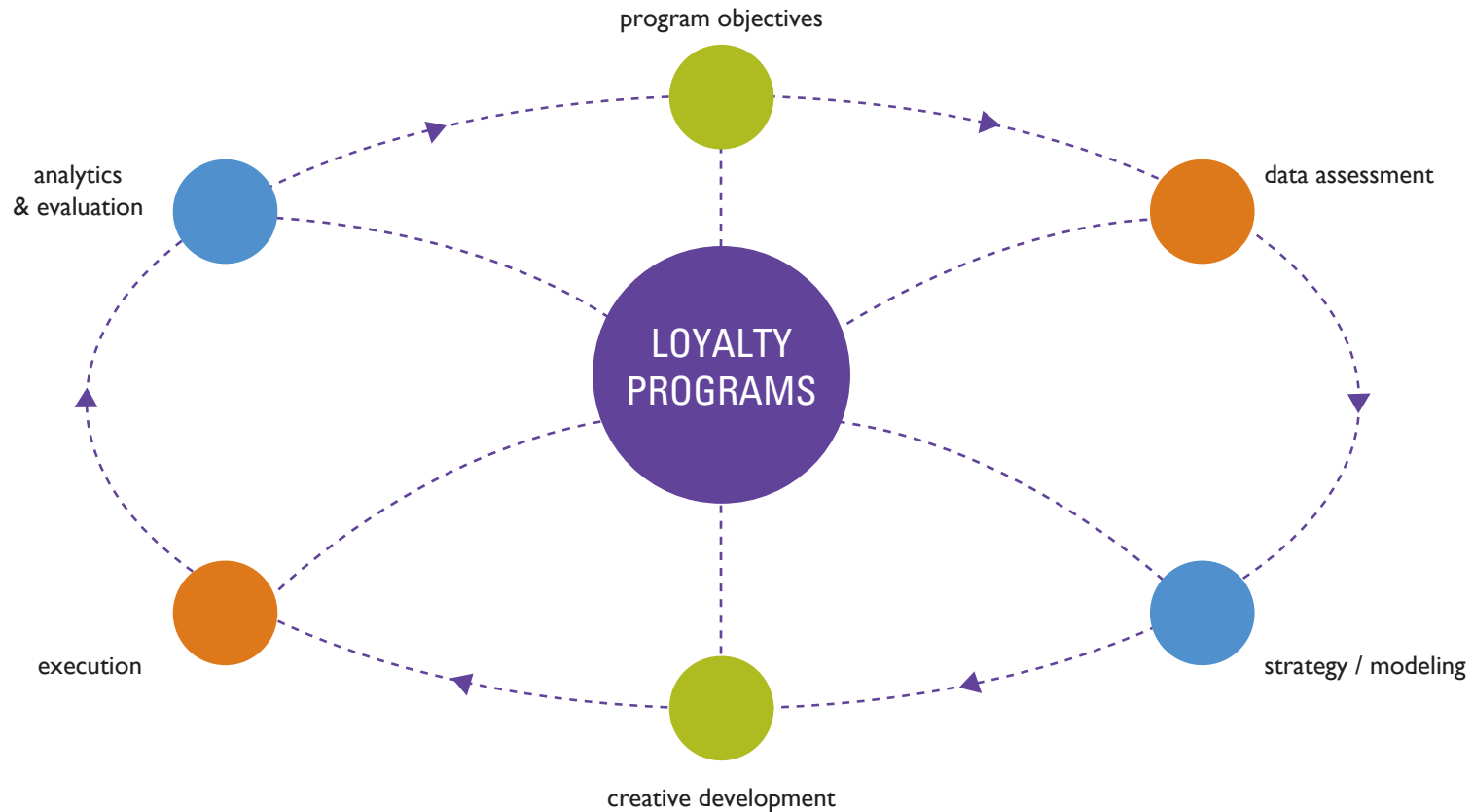
THE COST TO ACQUIRE NEW CUSTOMERS IS 5X TO 8X HIGHER THAN THE COST TO RETAIN EXISTING ONES.

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*Make your communications count.*

# How We Can Help

We combine extensive knowledge with unique production capabilities to maximize the impact of your Loyalty efforts. To ensure the success of each program, we use a full-cycle development process to evaluate and properly execute the launch (or re-launch) of meaningful, targeted and cost-effective Loyalty campaigns.



PROVEN SOLUTIONS LIKE THESE CAN HELP BRING YOUR PROGRAM TO LIFE.



MEMBER CARD ISSUANCE



CLEAN RELEASE CARDS



CLOSED-END MAILERS



OPEN-END MAILERS



SPC TRACKARDS™



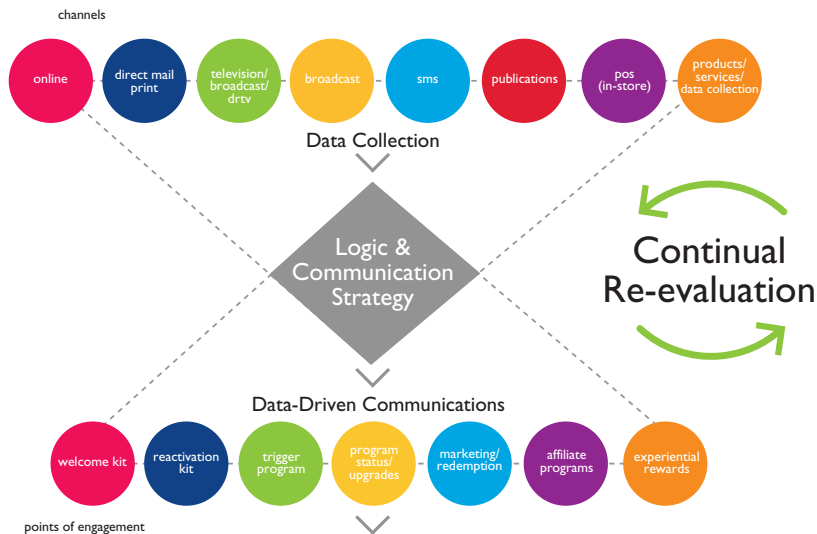
STICKERS/SCRATCH-OFFS/SCRATCH-AND-SNIFF

# Build Relationships

Loyalty is earned. It's about more than just customer satisfaction. It strives to build on the emotional connection between your customers and your Brand through a continuing dialogue of intelligent communications. Loyalty seeks to convert your customers into brand ambassadors.

Successful Loyalty programs, like personal relationships, need to be nurtured. Purchase history, behavior patterns and lifestyle need to be understood so that you can present something of value and relevance. Marketing communications that resonate and prompt a response.

Find a common interest or mutual benefit and start to enrich your relationships – make them more active and in time, they will actively work for you.



# About SPC

Specialty Print Communications is a privately-held, third-generation, family-run national print and direct marketing company. SPC offers a wide range of product and service-based solutions, from web, sheetfed, and digital printing options, to a host of inline capabilities, book printing, distribution, fulfillment, and customized web-based communication campaign programs.

We invite you to visit any of our three facilities and see how we are **Built to Respond**.

»» We are Direct



**SPC PROUDLY SUPPORTS THE ENVIRONMENT  
THROUGH THESE ASSOCIATIONS**



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