

American Express Merchant Services  
PO Box 299051  
Ft. Lauderdale, FL 33329-9051

LET EVERYONE  
KNOW ABOUT  
YOUR MEMBER  
FAVORITE STATUS.

Your Member Favorite window decal and  
certificate of recognition are inside. Use them  
to help bring more customers in the door.

PEEL IT OFF. PLACE IT  
ON YOUR WINDOW.

And open the door to even  
more Card Members.

2015 | **MEMBER  
FAVORITE**  
#MemberFave



YOU'RE  
ONE OF  
OUR CARD  
MEMBERS'  
**FAVORITE  
STOPS.**



# THAT MAKES YOU A 2015 AMERICAN EXPRESS® MEMBER FAVORITE.

What does it mean to be a Member Favorite? It means you're a popular spot. Because when we looked at where American Express Card Members used their Cards, your business was among the most popular local destinations compared to other businesses like yours.

How were you selected? It's simple. Our Card Members choose your business, spend money there, and come back often. You're one of their top picks, and we want to join them in recognizing you.

What do you need to do? Celebrate your success! And then use your Member Favorite status to let everyone know American Express Card Members favor your business.

Congratulations! Keep up the good work. And thank you for welcoming American Express Cards every day.

Sincerely,



Tyler Vaughey  
Vice President  
U.S. Small Merchants

*P.S.: Visit [memberfavorite.americanexpress.com](http://memberfavorite.americanexpress.com) and enter code 515220 for a free Member Favorite marketing kit.*

## BE PROUD.

Hang this certificate on your wall and let everyone know you're a Member Favorite.



### SHOW IT OFF.

Display the decal. Hang your certificate on the wall. And let people know that Card Members favor your business.



Visit [memberfavorite.americanexpress.com](http://memberfavorite.americanexpress.com) and enter **515220** for a free marketing kit.



Use [#MemberFave](https://twitter.com/MemberFave) on your social media networks to help start a conversation with your customers.

**American Express Member Favorite Program Terms:**

The American Express Member Favorite program (the "Program") recognizes small merchants who are "favored" by American Express Card Members based on American Express Card Member spend patterns and behaviors.

To qualify for the Program, a merchant must (1) have been an American Express Card accepting merchant for at least 2 years, (2) be in the restaurant, retail, or services industry, (3) have a physical storefront or location in DMAs (designated market areas) with at least 1 million spending American Express Cards, (4) have no more than 25 locations, and (5) have a total American Express charge volume of \$3 million or less over the period of July 2013 – June 2014. Small businesses that are part of a franchise brand with more than 100 stores are excluded. If a franchise brand has more than 20 corporate-owned units, then the entire brand is excluded. Businesses that accept the American Express Card through Square are not eligible. Online-only businesses are not eligible.

Member Favorite selection methodology is based on peer-set comparisons. Qualifying merchants in each peer group are in the same industry group, DMAs that have similar number of American Express Card Members, and generate revenue within the same revenue band. Each qualifying merchant is scored within each peer group against the other qualifying merchants in the same peer group. Then those qualifying merchants with the top 10% of the scores among each peer group are selected to be Member Favorites. Member Favorites are selected at the location, not headquarter, level.

American Express reserves the right to modify or cancel the Program at any time at its discretion without prior notice. American Express is providing the Program "as is" and on an "as available basis" without any express or implied warranties including, but not limited to, implied warranties of merchantability, fitness for particular purpose, or warranties of non-infringement, security, or accuracy. In no event will American Express, its direct or indirect subsidiaries, controlled affiliates, agents, employees or representatives be liable to any merchants or consumers for any lost profits or revenues, or other consequential, special, indirect, punitive, exemplary or incidental damages of any kind arising out of or in connection with the Program.

2015  
**MEMBER  
FAVORITE**  
#MemberFave

