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## A Merchant-Funded Offers Program for Issuers of U.S. Signature Debit and Prepaid Cards



- Drive activation
- Increase usage
- Encourage higher-ticket transactions



MasterCard Savings is a complimentary turnkey offers program that provides eligible U.S. MasterCard debit and prepaid cardholders with access to hundreds of offers each week from more than 25,000 merchants nationwide in numerous retail categories. The program provides a continual stream of weekly and limited-time discounts ranging from 5% to 50%, depending on the cardholder's level of participation and preferences. Offers are redeemable in-store and online. In addition, premium-level members will be invited to special entertainment events.

MasterCard Savings is an enhancement for MasterCard signature debit and prepaid cards, which can be used in combination with existing MasterCard rewards programs such as cash back, air miles, or other special merchandise discounts. ***That means more rewards and savings for cardholders—and more transactions for issuers and merchants.***

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The time is now! Take advantage of the MasterCard Savings program and prepaid MasterCard Accounts. Become part of the program today!

To preview the MasterCard Savings program site, visit [www.savings.net](http://www.savings.net)

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### MasterCard De

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#### 1. How the program works

- Cardholders learn about the program via online and offline communications from their issuer.
- They enroll online at [savings.mastercard.com](http://savings.mastercard.com) or via a direct link from the issuer's site.
- Each cardholder specifies preferences at the time of enrollment, such as preferred merchant categories, life stage, and ZIP code for location-based offers.
- Purchase and website clickthrough activity will drive the custom offers each cardholder receives on the site.
- Cardholders can opt to receive special alerts about offers from merchants or merchant categories in which they've expressed an interest.
- Cardholders can then redeem their offers in two ways:
  - Download and print coupons from the site for in-store redemption.
  - Use promotional codes posted at the program site for online purchases.

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#### 2. Program levels

There are two program offer levels:

- **MasterCard Savings:** The basic offer level of the program that provides cardholders with access to everyday offers, ranging from 5% to 20% savings and/or free shipping at merchants with a selection of offers updated each week.
- **MasterCard Savings Plus:** In addition to the offers cardholders receive through MasterCard Savings, this program includes access to premium offers at 25% to 50% savings and/or free shipping, plus limited-time offers (one day to two weeks) and "special-invitation events."