

Sample Interstitial Pages



a Preferred Partner of **FANDANGO**

Congratulations... Here's your Special Offer for Fandango customers!

Register for Reservation Rewards and get your Money-Saving Discounts up to 50%... plus your \$10.00 Cash Back Incentive on your next Fandango purchase!

Great News... Sign up to claim your benefits! Click Yes below to get your \$10.00 Cash Back Incentive on your next Fandango purchase if you sign up for all the money-saving benefits of Reservation Rewards, the premier online discount service! Enjoy all this FREE for the next 30 days and only \$12 per month thereafter billed to the credit card or deducted from the debit card you used at Fandango today.



Buy anything you like at Fandango...get a \$10.00 Cash Back Incentive from Reservation Rewards.



Shopping



Dining



Attractions



Get a \$10.00 Cash Back Incentive on your next Fandango purchase if you sign up for all the money-saving benefits of Reservation Rewards, the premier online discount service! Enjoy incredible savings when you shop, eat at great restaurants and have fun at exciting attractions.

SHOPPING DISCOUNTS UP TO 50% at over 15,000 stores and service providers like portrait studios, sports stores, eyewear stores plus dry cleaners, service stations, pet shops and much more.

ATTRACTION DISCOUNTS UP TO 50% at over 8,000 fun locations like theme parks, zoos, aquariums, sporting events, concerts, golf ranges and much more. Save locally and nationwide.

DINING DISCOUNTS FOR BUY-1-GET-1-FREE deals at over 30,000 popular family restaurants and fast food chains, pizzerias, diners, plus many local restaurants too!

\$10.00 CASH BACK INCENTIVE ON YOUR NEXT FANDANGO PURCHASE! As a member of Reservation Rewards you get your \$10.00 Cash Back Incentive good for your next Fandango purchase. Just make a purchase anytime in the next 3 months, send Reservation Rewards your receipt and Cash Back Incentive Coupon and we'll send you the Cash! It's that easy and no minimum purchase is required! So, go ahead and save money shopping for your favorite things at Fandango... get anything you want... it's up to you! [Click here for full details on your \\$10.00 Cash Back Incentive.](#)

So claim all your Reservation Rewards benefits... plus get your \$10.00 Cash Back Incentive! You'll get your \$10.00 Cash Back Incentive and instructions on the next page so you can access the site and start saving today! Plus we'll send your Membership Kit email to you at your email address. Try all the benefits for the next 30 days FREE and see how much you save! There's no obligation to continue. If you are completely satisfied, do nothing and you'll enjoy ongoing savings for only \$12 a month and of course you have our Guarantee as described in the Offer and Billing Details! There's no limit to the amount of money you can save!

Plus, you get even more than discounts... you also get valuable Travel Protection with Trip Delay Protection, Hotel Over-Booking Protection, 24-Hour Road & Tow Protection and more!

[Click here for more benefit information.](#)

30 Days FREE Then \$12 per month thereafter

Member Care GUARANTEE
 • 24-hour member assistance
 • First month only
 • Cancel anytime, no questions asked, or by phone

Offer and Billing Details:

Sign up for Reservation Rewards FREE for the next 30 days, with our compliments, and enjoy ongoing savings for only \$12 a month thereafter. Get your \$10.00 Cash Back Incentive on your next Fandango purchase, Money-Saving Discounts plus all the valuable benefits of Reservation Rewards. If you are 100% satisfied during your trial, do nothing. All your Reservation Rewards discounts and protection will automatically continue for just \$12 a month billed by Reservation Rewards to the credit card or deducted from the debit card you used at Fandango today. For your convenience Reservation Rewards will use the contact and credit or debit card information you provided to Fandango today for billing and benefit processing. In the event your monthly membership fee were to ever change, you would be notified before you are billed. Reservation Rewards benefits may be enhanced or modified at any time without prior notice. And, you have our Guarantee! If at anytime you are not completely satisfied during your trial or thereafter, simply call Reservation Rewards toll free at 1-800-732-7031 to let us know you wish to cancel your monthly membership benefits and owe nothing further. All your benefits and access will be canceled. All the money you save is yours to keep!

Consent to receive electronic disclosures. Please read carefully and save or print a copy for your records. Reservation Rewards will communicate your benefit and other membership information to you, including payment authorization made by clicking Yes, by electronic communications, including email and electronic postings on our site. Your Membership Kit email will also include a copy of the Offer and Billing Details for your convenience. In order to view this membership and benefit information in electronic form, you need to have access to a computer with internet browser version IE 6.0 or Safari 1.24 or higher. In order to receive Reservation Rewards you must agree to receive these communications electronically and by clicking Yes you consent to

Enter your email address and click YES below to sign up for Reservation Rewards

By entering my email address as my electronic signature and clicking YES, I have read and agree to the Offer and Billing Details and authorize Fandango to securely transfer my name, zip code and credit or debit card information to Reservation Rewards for billing.

Enter your email address here:

Verify email:



I want my Reservation Rewards discounts and \$10.00 Cash Back Incentive plus get my confirmation page!

No thanks, not right now



A special thank you with your purchase from VistaPrint

Thank You... please complete your survey and claim your reward -

\$10.00 CASH BACK ON YOUR ORDER TODAY!

Thank you for your purchase from VistaPrint today! Complete your 2008 Consumer Survey and VistaPrint Rewards™ registration to claim your \$10.00 Cash Back Award on the VistaPrint.com purchase you made today ([Click here for \\$10.00 Cash Back details](#)). Plus, get all the money-saving benefits of VistaPrint Rewards, a premier entertainment savings program!

MEMBER REWARDS

Shopping and entertainment - 20% Savings on gift cards¹ purchased through VistaPrint Rewards for leading retailers such as Barnes & Noble®, BLOCKBUSTER®, Circuit City® and many others - for a savings of up to \$1,000 per year. [Benefit Details](#)

Dining - 20% savings on gift cards/certificates¹ purchased through VistaPrint Rewards for popular family restaurants, including Red Lobster®, Olive Garden® and more - for a savings of up to \$160 per year. [Benefit Details](#)

Movie savings - Movie tickets for \$5.50. You may purchase up to 100 tickets annually through VistaPrint Rewards for many popular theaters. (For tickets redeemed in Manhattan, NY, it's up to \$2.50 extra at the door.) [Benefit Details](#)

Online Travel Agency - Up to 30% off hotel stays and car rentals, hundreds of dollars in airfare savings plus other great vacation deals through our exclusive Online Travel Agency!

Offer Details:

Simply click "Yes" to activate your trial membership and take advantage of the great savings that VistaPrint Rewards has to offer plus claim your \$10.00 Cash Back. The membership fee of \$14.95 per month will be charged/debited by VistaPrint Rewards to the card you used today with VistaPrint after the 30-day FREE trial and then automatically charged/debited each month at the then-current monthly membership fee so long as you remain a member. Of course, you can call toll-free at 1-888-243-6185 and speak to a VistaPrint Rewards member representative within the first 30 days to cancel - you will have paid nothing and owe nothing. Please note that by agreeing to these Offer Details you are authorizing VistaPrint to securely transfer your name, address and credit/debit card information to VistaPrint Rewards, a service provider of VistaPrint. No matter what, the FREE \$10.00 Cash Back is yours to claim! Remember, you can call to cancel at any time and you will no longer be charged. If you used a debit card today, then beginning on or about 30 days from now, your monthly membership fee for VistaPrint Rewards will be automatically debited each month on or about that same date from the checking account associated with the debit card you provided today.



2008 Member Survey

Please complete your Survey below. Click on the answers you want and complete your information to claim your \$10.00 Cash Back just for trying VistaPrint Rewards. FREE for 30 days.

How do you make most of your travel-related purchases?

Online Offline Both

Do you dine out at least once a month?

Yes No Sometimes

Did you use a credit card or debit card today for your purchase on VistaPrint?

Credit Card Debit Card

Please enter the e-mail address you used to order from VistaPrint:

By typing your email address below, it will constitute your electronic signature and is your written authorization to charge/debit your account according to the Offer Details. By clicking "Yes" I have read and agree to the Offer Details and authorize VistaPrint to securely transfer my name, address and credit/debit card information to VistaPrint Rewards, a service provider of VistaPrint.

E-Mail

Confirm E-Mail

Yes

Click ONCE and wait.

No Thanks



¹ Participating vendors are neither sponsors, co-sponsors nor affiliates of VistaPrint Rewards. Gift card/certificate savings are an exclusive offer of VistaPrint Rewards and are valid only on gift cards/certificates purchased through VistaPrint Rewards. Please see back of gift card/certificate for terms and conditions of use. All vendor trademarks and copyrights remain the property of the individual vendor. VistaPrint Rewards uses vendor names, logos and any other vendor material by permission of each vendor. Please visit the VistaPrint Rewards website or call Member Savings for complete terms and conditions related to participating vendors.

² Barnes & Noble is not a sponsor or co-sponsor of this promotion. Please see back of gift card for terms and conditions of use. Barnes & Noble is not liable for any alleged or actual claims related to this offer.

³ All travel is arranged by World Choice Travel. World Choice Travel is registered as a California State of Travel (Registration No. 2056372-95). Registration is a seller of travel does not constitute approval by the Seller of California; Nevada Seller of Travel (Registration No. 2004-0114); Florida Seller of Travel (Registration No. ST34200); and Washington Seller of Travel (Registration No. 602.119.764).

[Privacy Policy](#) [Terms and Conditions](#)

Aggressive "Post-Transaction" Sales Tactics in an Online Purchase

STEP I
Consumer finishes shopping and reviews items in cart

STEP II
Consumer goes to "checkout" page, reviews purchase information, enters full credit card number, and clicks "Purchase" button.



STEP III
Consumer Views "Confirmation" Page Containing Order Number



Original Purchase Complete at This Point

Third Party inserts "interstitial" or pop-up page offering cash back award. Consumer must accept or decline offer to reach confirmation page. Clicking "Yes" enrolls consumer in club, transfers credit card information to third party, and authorizes monthly charges.

Third Party's "banner" appears on confirmation page, directing consumers to "Continue" transaction to receive cash back. Pressing "Continue" takes consumer to third party "landing page."

Clubs and Services Offered by Affinion, Vertrue, and Webloyalty

Affinion	Webloyalty	Vertrue/Adaptive Marketing		
<p>Auto Discount Service AutoVantage AutoVantage Gold AutoVantage Silver Business Advantage Buyers Advantage Clever Clubhouse Compass Identity Safe CompleteHome Credentials Credit Alert Credit Card Advantages Credit Card Guardian Credit Card Protection Ceditline CreditUpdate Deals & Destinations Digital Protection Plan Dinner on Us Club Discount Dining Club Discount Travel Club Drivers Club Drivers Advantage Elite Excursions Enhanced Hotline Event Privileges Everyday Privileges Gold Everyday Values Everyday Values Gold Everything 4 Less Family Fun Saver Family Fun Saver Club Fee Card First Card AutoVantage First Card Dining Great Experiences Great Fun Great Fun Cool Extras</p>	<p>Great Options HealthSaver Home Shopping Travel Club Hotline ID Secure Identity Secure Identity Theft Protection Interval International Preferred Shopper Just For Me Leisure Value Club Mortgage Credits Plus National Card Registry National Home Protection Alliance National Media Purchase Netmarket PC Safety Plus Pet Privileges Premier Dining PrivacyGuard PrivacySource PrivacyWatch ProfitPower ProPlus Quality Health Service SecureAll Select Identity Theft Protection Shoppers Advantage Shoppers Advantage Gold Small Business Central Smart Shopper Texaco Roadside Assistance Today's Homeowner Values Travelers Advantage Value America Shopper Vineyard Direct VIP Pet Locator Wallet Security Wallet Security Plus</p>	<p>Reservation Rewards Shopper Discounts & Rewards Travel Values Plus WalletShield Complete Savings Buyer Assurance</p>	<p>24Protect BusinessMax Callers Advantage CardMember Protection Service Connections Countrywide Dental Countrywide Dental & Health Essentials HealthTrends Home & Garden Rewards Homeworks Leisure Advantage Market Plaza Money Master PremierHealth Privacy Plus RateSaver SmartSource Travel Arrangements ValueMax Shopping Service FreeScore</p>	<p>Privacy Matters 1-2-3 Privacy Matters Identity Credit Diagnosis Credit Adapter Credit Score Express At Home Rewards Cross Country Savings DealMax Home Savings Mall Food and Fix Getaway and Save Leisure Exclusives My Great Deals Passport to Fun SavingsAce Shopping Essentials Simply You Todays Escapes Your Savings Club</p>

E-Commerce Partner Income from Post-Transaction Marketing

Partners Paid Over \$10 Million

1-800-Flowers.com	Confi-Check	Hotwire	Orbitz	Travelocity
Buy.com	Expedia/Hotels.com	InQ	Priceline	US Airways
Classmates.com	Fandango	Intelius	Redcats USA	VistaPrint
Columbia House	FTD	MovieTickets.com	Shutterfly	

Partners Paid Between \$1 - \$10 Million

1-800-PetMeds	Cendant Intercompany	eToys	Lillian Vernon	Thompson Group
Adteractiv	Agreements	Fareportal	Live Nation	Tiger Direct
Airtran Airways	Channel Advisor	FragranceNet	Marketworks	TimeLife
Allegiant Air	Cheap Tickets	From You Flowers	Miles Kimball	True.com
AllPosters.com	Choice Hotels	FTD Florists Online	Musicnotes	True Credit (True Link)
American Greetings	CollectionsEtc.com	Gamestop/EBgames	MyLife.com	Upsellit.com
Auto Parts	Continental Airlines	Gevalia	MyPoints	US Search
Avon	Current USA (123	Haband	Pizza Hut	Victoria's Secret
Barnes & Noble	Prints)	Half.com	Potpourri	Vitacost
Bizrate.com	Custom Direct	Hanover Direct	Restaurants.com	WayPort
Bookspan	Digital River	Hertz	Riverdeep	West
Boston Apparel Group	Dr. Leonard's	HiSpeed Media	Shoebuy	Yahoo
BuySeasons/Celebrate	Drugstore	Infinity Resources	Simplexity	
Express	eHarmony	J.C. Whitney	Spirit Airlines	
Campusfood.com	eTix	Joann.com	Suresource/Americart	

Length of Consumer Enrollment in Affinion, Vertrue, and Webloyalty Membership Clubs

