

# FRN Ways to Save – Quick Facts

## FRN Online Mall

Registered FRN Members have exclusive access to the FRN Online Mall to increase their earning opportunities by making online purchases from major online merchants.

- More than 700 brand named merchants.
- Data shows online customers are true Reward Seekers and statistically they earn and redeem at higher rates than customers participating only in the Everyday Savings category.
- Typical base offer – earn 5¢/gal for every \$50 purchased, threshold can be met in one or more transactions across all FRN online merchants.
- Many merchants may offer 2X, 5X, 10X or more rewards.
- Some participating merchants includes: Groupon, Home Depot,<sup>®</sup> Dell,<sup>®</sup> Macy's,<sup>®</sup> Nike,<sup>®</sup> and Barnes & Noble.<sup>®</sup>
- Fuel Rewards savings earned through the FRN Online Mall expire on the last day of the second month after the month in which they are earned.

## FRN e-Coupons

By selecting online eCoupons at fuelrewards.com, registered FRN Members can earn Fuel Rewards<sup>®</sup> savings on select items at participating grocery and drug stores.

- Approximately 30 eCoupons each month.
- Savings are funded by the manufacturers.
- Average monthly combined eCoupon value approx. \$1.00 - \$1.50 in Fuel Rewards savings.
- FRN members can add FRN eCoupons to their retailer's rewards cards.
- FRN eCoupons will also be available for use at Shell stations with the FRN card
- FRN eCoupons that have not yet been selected will display 'get it.' FRN eCoupons that have already been selected will display 'got it.' FRN eCoupons that have been redeemed will display 'bought it.'
- FRN members can easily find FRN eCoupon retailers by entering their zip code at fuelrewards.com.

- Fuel Rewards savings earned through the FRN eCoupons expire on the last day of the second month after the month in which they are earned.

## FRN Dining

Registered FRN Members can earn Fuel Rewards<sup>®</sup> savings by dining at over 11,000 participating restaurant locations!

- Need to link credit or debit cards to FRN dining and use the linked payment card at a participating restaurant location to start earning Fuel Rewards savings.
- More than 11,000 locations with opportunities for local restaurants to participate.
- Typical base offer (twice the amount as the other pillars' base offers) – earn 10¢/gal for every \$50 purchased. The \$50 purchase threshold can be met in one or more visits across all participating locations.
- Earn extra rewards by completing online dining experience surveys.
- FRN Members can find participating restaurants in their area by entering their zip code at fuelrewards.com.
- Contact your Area Manager if you know of a restaurant that would like to join the FRN.
- Fuel Rewards savings earned through FRN Dining expire on the last day of the second month after the month in which they are earned.

## Everyday Savings

Customers buy the everyday things they need and can earn Fuel Rewards<sup>®</sup> savings from participating FRN grocers and retailers. Currently only 25% of Shell markets have an Everyday Savings retailer.

- Typical base offer – earn 5¢/gal for every \$50 spent, Multi-Visit Basket where the threshold can be met in one or multiple visits.
  - Specific item-based rewards i.e. Purchase Tide, Earn an additional 5¢ per gallon.
  - Bonus rewards i.e. Double rewards – Spend \$50.00, Earn 10¢ per gallon.
  - Expiration periods for rewards earned vary by retailer.
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## FRN Promotions

By utilizing special deals and promotions found on fuelrewards.com registered FRN Members have the opportunity to earn more rewards. This category includes incremental rewards that are over and above the base offers in all the other FRN pillars.

- Bonus Rewards – any rewards offers over and above the base offer, such as Double Rewards Tuesdays.
- Special Deals – such as free shipping through the FRN Online Mall.
- Promo Codes – this is simply an additional method that other retailers can leverage to be an issuing participant in the FRN and issue Fuel Rewards savings. For example, a local dry cleaner could distribute prepaid promo code cards for 5 cents per gallon on the 3rd visit or a car dealership offers customers a 25 cents per gallon promo code card for test driving a vehicle.
- Fuel Rewards savings earned through FRN Promotions have expiration dates that vary according to where the promotion was offered.

## Shell Fuel Rewards

By shopping with the Fuel Rewards Network Card at participating Shell stations, customers purchase specially marked C-Store products, Car Washes and Auto Services and can earn Fuel Rewards® savings.

- Opportunity for participating Shell locations to issue Fuel Rewards savings and drive customers into your Shell stores.
- Cents per gallon conversion more powerful – studies show that consumers are more likely to purchase a product offering cents per gallon over the same product being offered at a discounted price.
- Customized offers – Pick and choose the products and cents per gallon amounts you want to promote and offer.
- Vendor and trade alliance leveraging
- Fuel Rewards savings earned through the Shell Fuel Rewards program expire on the last day of the month after the month in which they are earned.