

**Today's reality:**

Not all credit card programs are created equal

Chances are you simply *aren't* getting the results you want from your current affinity credit card program, or perhaps you don't yet have a program. PartnersFirst can help you develop a strong, relevant program that brings greater benefits to you, your customers and members. In fact, we offer unique advantages that no other provider can match.

How does your program measure up?

- Is your program being marketed effectively, or even at all?
- Is your product any different from others in the marketplace?
- Do you have any control over managing your program?
- When was the last time someone from your program's issuer came to see you?
- Are you getting the income you want from your program?
- Is your current credit card issuer also a competitor in your market?

GET THE RESULTS YOU WANT WITH PARTNERSFIRST  
Call today to get started: (866) 557-1118, ext. 3

# Your Partners Promise

# affinity

PartnersFirst provides organizations the ability to offer a truly unique product value to their customers and members that increases loyalty and generates meaningful revenue.

PartnersFirst offers a higher level of service and partner participation than other card providers. Working with Stellar Strategic, PartnersFirst is able to combine banking and marketing expertise to provide the sophistication and financial resources of a large institution with the management access and responsiveness of a small one.



You've never seen a credit card program like this

BUILD LOYALTY • GROW REVENUE • TAKE CONTROL • DELIVER RESULTS



Call: (866) 557-1118, Ext. 3 today!

## We focus on your needs, every step of the way

Executives with the nation's leading credit card companies with decades of combined experience knew there was a better way. They joined forces to create PartnersFirst and an entirely new credit card model.

Our business is built on a true partnership. Your program is not a "side show" ... it's an integrated part of your business. Promotions and offers designed specifically for your customers and members. Marketing that reflects your brand identity. And outreach that is targeted and delivered through channels your customers and members trust.

Unlike the big-name players, we're not constrained by bureaucracy, antiquated technology and huge overhead. We don't need to promote our own brand. It's all about you ... and your customers and members.



# More than a new credit card ... a new way of doing business

At PartnersFirst, it's all about you

## More than just a provider ... a partner



### WHAT WE DO

- Develop a fully branded, customized credit card program
- Provide a dedicated account manager to support the kickoff, marketing and on-going management of your program to maximize its potential — from planning, on-site training, development of marketing collateral, executing marketing campaigns to real-time reporting.
- Provide you with web-based tools to execute campaigns and monitor performance



Our comprehensive management website puts the tools you need to stay in control right at your fingertips.



### WHAT YOU DO

- Bring your organization's unique assets
- Integrate your credit card program with your organization for the best results
- Earn ongoing revenue and build loyalty ... every day!



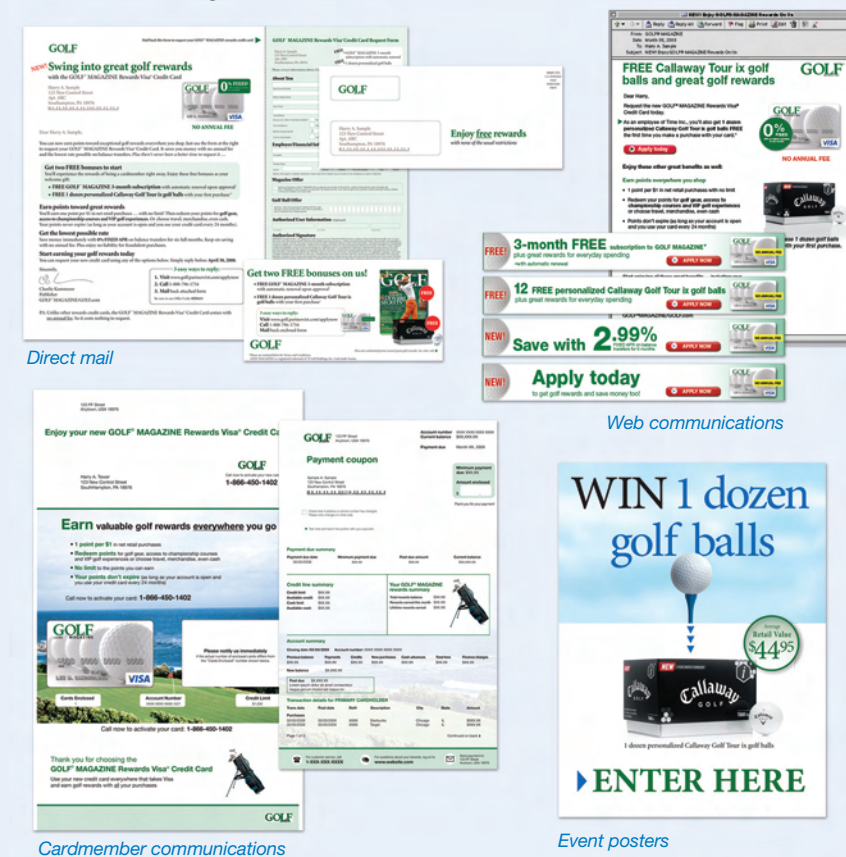
### WHAT YOU GET: A PROGRAM FOCUSED ON YOU AND YOUR CUSTOMERS AND MEMBERS

- A completely unique custom rewards offering — something no one else has
- Special interest rate pricing such as 0% on individual transactions and balance transfers
- Opportunities for offers and special messages on statements, online or through any other channel you choose

*It's your program. We just help you get there.*

## Reinforce your brand, goals and objectives with customized communications

Unlike other programs, PartnersFirst lets you control your marketing. So every component is fully customized to support your brand and reflect the unique assets of your organization. Choose from a full range of channels including:



See for yourself what PartnersFirst can do for your affinity credit card program.

**It's time for a change.** Call today to get started: (866) 557-1118, ext. 3

Your program can be up and running in as little as 45 days!

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