

LIVE

WORK

PLAY

SHOP

SAVE

Premier Select from TransCard An Innovative Product Suite

Last year we introduced you to our Premier Gift Card Program. Your customers enjoyed the displays with attractive colorful card packets and the convenience of purchasing their gift needs at the Financial Institution — all while tending to their financial needs. Participating FI's had great success and it was our merchandising strategy that made a difference.

We are now excited to announce the second component of our Premier Suite. The **Premier Select** program, designed for our reloadable GPR cards, the **Premier Select** program is a bundle that includes several different products.

Premier Select consists of a suite of reloadable prepaid accounts all accessed via a single card plastic inventoried in your banking locations. The suite is designed around specific consumer needs, both as complements to existing FI products, as well as substitutes for checking accounts.

It's a Prepaid Card for Every Need!

- Traveler
- Student
- Online
- Unlimited Access
- Unlimited Family*



Packaging

Each product has a custom product brochure that describes the features and benefits of the card. A pocket on the back of each brochure has space to accommodate the following:

- Card**
- Terms and Conditions
- Privacy Policy
- Helpful Hints



Branch Merchandising – 90 Day Promotional Offer

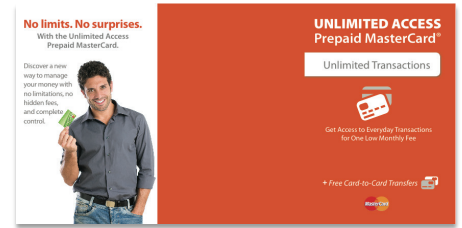
To assist the branches in offering our **Premier Select** program, TransCard will make available **two** (2) counter display racks to create an impulse-buy effect and induce quick pick-up. These counter display racks are **FREE** during our 90-day promotional period. FIs always have the option to purchase more.



* Unlimited Family will be available at a later date. ** The GPR card will have the account and routing number on the back of the card. This new feature adds the convenience of having the information readily available for your customers when needed for direct deposit.

Participating in Premier Select is Simple

- Call your Business Leader to participate or send an email to premierselect@transcard.com.
- Your Business Leader will send you the appropriate paperwork to get started.
- Once the paperwork is completed, you can place your order.



Placing Your Order

- **Premier Select** is designed to be menu driven and flexible so you can pick and choose what you need. The components are:
 - Product Brochure (Traveler, Online, Student, Unlimited Access)
 - Card (with account & routing number on back)
 - Inserts (T&C's, privacy policy, helpful hints)
- Each of these components have a minimum order of **25**.
- Product Brochures can be ordered separately as Financial Institution may want to have extra in their branches for customer take-aways.
- Financial Institution will have the option to order the products they want.



Pricing

- **Card kit**, which includes Product Brochure, Card, T&C's, Privacy Policy and Helpful Hints, is **\$2.50**.
- Orders for just one component, such as Product Brochures, will be based on quantity and discussed with your business leader.



The Customer Experience

- Customer enters branch, sees the attractive displays, selects a Product Brochure from the display and takes it to the teller.
- Teller get card and loads appropriate amount on the card.
- Teller inserts card into Product Brochure which already has T&C's, privacy policy and helpful hints in brochure pocket.
- Teller gives Product Brochure to customer.



It's That Simple!

For more information:

Call your Business Leader today or email premierselect@transcard.com.

