

DIAMOND ROYAL TACK'S CUSTOMER REWARD PROGRAM!

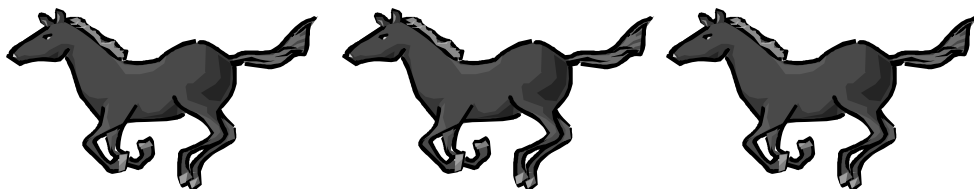
**EARN
\$5 OFF
EVERY
TIME
YOU
SPEND
\$100!**

Join our NEW Customer Reward Program and earn rewards for shopping at Diamond Royal Tack! Every time you reach \$100 in purchases at our store you will receive \$5 off a future purchase! In addition to the purchase rewards we will have a product-of-the-month with special bargain pricing exclusive to rewards members!

Earned rewards are good for a full 90 days and can be used on both sale and regular price merchandise. Your purchases are tracked electronically with a loyalty card you will be given when you sign up for our Rewards Program. There is no minimum purchase required to redeem your rewards, however they do not qualify for cash back and cannot be used to purchase gift certificates.

Clubs may also choose to join our Reward Program. They will receive Reward Program cards exclusive to their club members. However Club rewards cards cannot be used on the same purchase as a customer's reward card. Club rewards are cumulative and do not expire for a full year. Club rewards members are also eligible for our product-of-the-month special pricing.

**SPECIAL
VIP
PRICING!**



Customer Reward Program Sign Up

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

E-Mail: _____

Club Use Only Name: _____

Approximate Number of Members: _____

Rewards Program Details:

Reward information is used for Diamond Royal Tack's use only. Your information is not sold or used for any other purpose than rewards program information.

You will receive a laminated loyalty card with a unique barcode to your information for purchase tracking. If you should lose your loyalty card you must contact the store regarding card replacement.

You must present your card when making a purchase in order to have it count towards your reward total. Prior purchases cannot be added later. Once tracked purchases reach \$100 you will receive \$5 off a future purchase. Rewards totals are printed on the bottom of your receipt. Product-of-the-month sales are received by presenting your loyalty card at checkout.

Rewards expire 90 days after issue date. They can be used on any purchase with the exception of gift certificates. Rewards are not redeemable for cash value. Club rewards expire 1 year from issue date. Club rewards members cannot use their personal customer loyalty card on the same purchase.