

American Express®-branded Products

American Express-branded Persona® Card

Empower your reward earners with the American Express®-branded Persona® Card. The American Express Persona Card is a powerful, immediate, easy-to-implement reward. It is ideal for a quick, one-time reward with a personal touch. Reward earners will love the Persona Card® because it allows them to splurge on something special from an exclusive group of more than 170 popular retail, travel and entertainment establishments for purchases of electronics, apparel, jewelry, gifts, home and garden, sporting goods, toys, accommodations, cruises, car rental, vacation packages, luggage and more.

Convenient for You

The predenominated American Express-branded Persona Card gives you the power to direct where cards are spent – creating a memorable, customized reward experience for your unique audience. The Persona Card:

- Simplifies your incentive decisions
- Ensures the reward is meaningful, memorable and motivating by providing a wide range of spending options
- Increases morale and performance by presenting reward earners the opportunity to be rewarded with ongoing incentive or loyalty programs
- Eases administration by fulfilling Cards directly to reward earners
- Card is point based, with **1 Point = \$1 in Purchasing Power**
- Six (6) month Card; Card usage restrictions and terms and conditions apply, subject to applicable law

Convenient for the Recipient

Reward earners receive a Card they can use whenever, for virtually whatever they want most. They get a convenient, one-stop solution. Benefits for the reward earner are:

- Knowledgeable customer service available 24 hours a day
- Easy-to-use Card for shopping in-store or online
 - Recipients may take advantage of individual merchant sales, seasonal markdowns and special promotions
- The Persona Card includes:
 - Detailed shopping guide
 - Card usage instructions
- Dedicated Web site
 - www.personaselect.com
 - Up-to-date Card point balance
 - Participating merchant information
- Replaced if lost or stolen, increasing security and peace of mind for your reward earners



Logo Specifications for Persona Card

Max area is 1.5625" w x 0.5" h
Printed in black ink
Logo will be centered vertically and horizontally with in the template.

Artwork Specifications for Submitting Logo

Black and white line art only
Preferred Format is editable Illustrator AI or EPS with outlined text.

For More Information

For more information, call us at 1.877.737.0200 or email us at CorpSales@GiftCertificates.com

Additional Card Options

Designing a Card and materials featuring your company's brand, logo, campaign theme or other messaging delivers positive reinforcement and increases impact. Additional Card options include:

- Co-branded with client's logo for increased promotional value and impact
- Client designed Card
- Customization of Card carrier and/or envelope, Card packet insert
- Personalized with reward earner's name
- Individually fulfilled to reward earner's home address
- Online reward management tool