

PARTYLITE PREFERRED™

Program Overview

What Is PartyLite Preferred?

PartyLite Preferred is an online loyalty program designed to help Consultants strengthen their businesses by developing long-term relationships with Customers. Every time Customers shop at a Party or online, a Preferred member earns rewards to use on a future online order. PartyLite keeps your Preferred members engaged in your business by sending exclusive promotions and reminders to shop and use their rewards.

Important!

- Consultants must be enrolled in a PartyLite eBusiness package and have an active website in order for their Customers to participate.
- Customers must opt in to receive email from their PartyLite Consultant and PartyLite.

How PartyLite Preferred Works:

Customers who place an order at a Party or online will enjoy:

- 15% of every personal purchase to redeem on a future online purchase.
- Exclusive monthly offers
- Exclusive offers when they host a Party

Rewards expire 90 days from date of issue.

How Customers Join:

It's easy!

1. Customers simply visit your Consultant website and create an online account. That can be before they place an online order, before they attend a Party...even at a Party or after.
2. Customers must agree to the PartyLite Preferred Terms and Conditions by selecting the checkbox. That's it – they're Preferred members and can start to enjoy the benefits with their very next order!

What happens if a Customer places an order before they join PartyLite Preferred?

If a Customer orders before joining PartyLite Preferred:

- Online orders – Before checkout, Customers will see a pop-up screen inviting them to create an account or, if they already have an online account, to log in and visit "My Account" to join PartyLite Preferred.
- Party Orders – Customers will receive an email from PartyLite inviting them to join. They simply click on the link to create and/or activate their account.

NOTE: Consultants must properly enter the Customer's email address when entering the Guest order to ensure delivery of this email. Consultants must be enrolled in a PartyLite eBusiness package in order for their Customers to participate in PartyLite Preferred

Visit The Learning Center for additional details:

- Consultant FAQs
- Sample emails your Customers receive
- A downloadable brochure
- PartyLite Preferred Terms and Conditions
- Screenshots your Customers will see when they create an account and join PartyLite Preferred
- Making the most of the Preferred program by using Contacts & Leads

Additional Details: (the fine print)

1. Preferred Rewards are issued to members on the first day of the month after a qualifying order ships.
Example:
A Customer places a Party order on March 15 and activates her Preferred account. As long as the Party order ships before March 31, she will receive rewards when they are issued on April 1. An email telling her she received her rewards will be sent to her on April 1. This email will link your Preferred Member back to your website. If the Party order ships AFTER March 31, that Preferred member will receive her rewards the next time rewards are issued on May 1.
2. Preferred members do not have to wait for the email to see their rewards! They can simply visit your website, login using the email address tied to their Preferred Account, and visit the “My Account” section. Their rewards are posted there showing the reward number, the value of the reward and the expiration date.
 - Rewards are also emailed to non-members who have purchased and accrued rewards but have not yet joined PartyLite Preferred. To redeem their rewards, they will need to activate their Preferred membership through your website by creating an online account and checking the box to join PartyLite Preferred.
 - As soon as they activate their membership, their rewards will appear in their online shopping cart!
3. Preferred Rewards can only be redeemed online through a Consultant website on individual online orders. . Rewards cannot be redeemed at a Party or on an online order that’s attached to a Party.
4. Rewards are non-transferrable, and can only be redeemed by the Preferred member who earned the reward.
5. Preferred members MUST login to your Consultants website in order to redeem rewards with their online order. Once logged in, their unredeemed rewards showing the value and expiration date appear in their online shopping cart, so it’s easy for them to checkout and redeem!
6. The minimum purchase eligible to receive a Preferred reward is \$6.25 (reward value of \$1.25). Rewards less than \$1.25 will not be issued.
7. Customer returns may reduce the value of the reward. Returns due to defects, replacements, or back-order refunds will not reduce the value of the reward.
8. Rewards expire 90 days after being issued.
9. Rewards can only be redeemed only on full-price items.
10. Rewards cannot be redeemed on sale items, temporary or permanently discounted items, special sale or online outlet items.
11. Rewards can be accumulated and multiple rewards can be redeemed on the same online order.
12. Rewards must be redeemed in full or the balance will be forfeited.
13. Rewards have no cash value and cannot be combined with any other coupons or redeemed towards shipping and handling or fees.
14. Rewards can be redeemed on an order where the payment method is a PartyLite Product Certificate.
15. Rewards cannot be redeemed to purchase a PartyLite Gift Certificate.
16. Consultants and members of their household cannot be a Preferred Member.
17. PartyLite sends PartyLite Preferred invitations and reminders to your Customers. Consultants need only to input the correct email address with every Customer order.
18. Preferred rewards DO NOT COUNT toward compensatable sales when redeemed. Profits will be calculated and paid to Consultants on the amount purchased over and above the reward value applied to the order, unless the balance is paid

with a PartyLite Product Certificate or Gift Certificates.

19. There can only be ONE primary Consultant associated with each individual Preferred Member.
20. Participants can change their primary Consultant at any time in the "My Account" section on any Consultant website.
21. Preferred members of a Consultant who closes their business and/or cancels their eBusiness Package will be permanently re-assigned to the next up-line leader. Re-starting will not qualify a Consultant to get these Preferred members back.
22. Preferred members can purchase or order from any Consultant and earn rewards. They will continue to be connected to their Primary Consultant!)
23. Participants can redeem rewards on ANY Consultant's website.
24. Paper orders and Fundraisers submitted to the home office to process will not generate an invitation to join PartyLite Preferred.
25. Purchases made on paper orders WILL earn rewards for existing Preferred members provided the email address tied to the Preferred member's account is on the order form and is entered with the order.