

Dry Clean Express REWARDS

Official Terms and Conditions

We're launching Dry Clean Express **REWARDS** to show appreciation to our most loyal customers! We have a lot of customers that support our small business year after year, and this is our way of giving back! The start of the program will date back to January 2015 for the sake of calculating status accrual for the launch of the program. The official launch of the program will be on Monday, January 18th, 2016 during Dry Clean Express' Grand Re-Opening Week! See below for the official terms and conditions of the program. All questions/concerns can be directed to DryCleanExpressCHS@gmail.com or the Contact Us form/page at www.DryCleanExpressCHS.com.

Overview of Dry Clean Express **REWARDS***

Description of Reward	General	Silver	Gold	Platinum
Spending Requirement	\$0 It's FREE to Join!	\$500 Year-To- Date	\$1000 Year-To- Date	\$3000 01/2015 To-Date
Sign Up Gift**	✓	✓	✓	✓
Birthday Gift	✓	✓	✓	✓
Text/Email Notifications	✓	✓	✓	✓
Member-Only Discounts/Offer	✓	✓	✓	✓
5% OFF Dry Cleaning***		✓		
10% OFF Dry Cleaning***			✓	
10% OFF Dry Cleaning and Laundry***				✓

* See full terms and conditions below for thorough details of Dry Clean Express REWARDS. The above chart does not include all of the stipulations that come with each tier of membership.

** Sign up gift only applies for those who sign up online at www.DryCleanExpressCHS.com beginning Monday, January 18th, 2016.

*** See end of terms and conditions for full details on discount/coupon prioritization.

❖ Tier 1 - GENERAL Member

- This is for ALL customers who sign up by simply providing their mobile phone number, email address, and birthday! There are two ways to sign up:
 - In person at Dry Clean Express
 - Online at www.DryCleanExpressCHS.com (this is the only way one will receive a sign-up gift)
 - If signing up online, the customer must provide their birthday via email/in person as the online form only collects full name, mobile phone number, and email address information.
- All customers will be given a Dry Clean Express punch card (starting January 18th, 2016 while supplies last) with nine icons in total (eight “pay” icons and one “free” icon).
 - Each customer with a valid DCE punch card will get ONE punch for every visit where \$15 or more is spent (before tax) and after the 8th punch, the customer will get a single garment of their choice cleaned for FREE!
 - This offer does not include any household or specialty items.
 - Punches will only be given when the customer pays for their clothing.

❖ Tier 2 - SILVER Member

- Every customer who spends at least \$500 year-to-date (e.g. January of current year to now) gets 5% OFF ALL dry cleaning services for the rest of this year and all of next year.
- All discounts will automatically be added to the customer’s account and be applied to ALL transactions.
- Discount applies to any day of the week and can be combined with all daily specials and other offers unless otherwise noted on offer/discount communication.
- Membership status spending accrual will be tracked internally by Dry Clean Express Management and upon earning a specific status, the customer will receive an email with all of the necessary details of their respective membership tier.
- Silver Member Example:
 - John Doe spends \$500 on all services by April 2016
 - John would get 5% OFF ALL dry cleaning services for the remainder of 2016 and for all of 2017.
 - To maintain this status for 2018 and beyond, John would need to reach the \$500 threshold once again in 2017.
 - If this \$500 threshold isn’t met by December 31st, 2017, John would go back to being a General Member starting January 1st, 2018.

❖ Tier 3 - GOLD Member

- Every customer who spends at least \$1000 year-to-date (e.g. January of current year to now) gets 10% OFF ALL dry cleaning services for the rest of this year and all of next year.
- All discounts will automatically be added to the customer's account and be applied to ALL transactions.
- Discount applies to any day of the week and can be combined with all daily specials and other offers unless otherwise noted on offer/discount communication.
- Membership status spending accrual will be tracked internally by Dry Clean Express Management and upon earning a specific status, the customer will receive an email with all of the necessary details of their respective membership tier.
- Gold Member Example:
 - John Doe spends \$1000 on all services by September 2016
 - John would get 10% OFF ALL dry cleaning services for the remainder of 2016 and for all of 2017.
 - To maintain this status for 2018 and beyond, John would need to reach the \$1000 threshold once again in 2017.
 - If this \$1000 threshold isn't met by December 31st, 2017, but John reaches the \$500 threshold, then he would retain Silver Member status for 2018. If John doesn't reach any threshold by the end of 2017, he would go back to being a General Member starting January 1st, 2018.

❖ Tier 4 - PLATINUM Member

- Every customer who spends at least \$3,000 between January 1st, 2015 and December 31st, 2017 (rolling three year periods, i.e. 01/2016 - 12/2018, 01/2017 - 12/2019, etc.) gets 10% OFF ALL dry cleaning AND laundry services forever as long as a \$1000 spending threshold is met every year thereafter.
- All discounts will automatically be added to the customer's account and be applied to ALL transactions.
- Discount applies to any day of the week and can be combined with all daily specials and other offers unless otherwise noted on offer/discount communication.
- Membership status spending accrual will be tracked internally by Dry Clean Express Management and upon earning a specific status, the customer will receive an email with all of the necessary details of their respective membership tier.
- Platinum Member Example:
 - John Doe spends \$3000 on all services between January 2015 and December 2017 (or between any three calendar-year period)
 - John would get 10% OFF ALL dry cleaning AND laundry services forever (i.e. the rest of this year and every year after)
 - John would maintain this Platinum Member status only if he were to reach a \$1000 threshold once again in 2017 and every year thereafter.

- If this \$1000 threshold isn't met by December 31st, 2017 (or by December 31st of any successive year), John would be bumped down to Silver Member status starting January 1st, 2018 (or by January 1st of the year following failure to meet the \$1000 threshold).

❖ Dry Clean Express REWARDS Stipulations:

- Discount/Coupon Prioritization: Starting on Monday, January 18th, 2016 Dry Clean Express will have 4 types of offers running at the same time. Given this, all offers may not be used in combination with one another. See below for details:
 - Only 1 of the following discounts can be used at a time: Dry Clean Express Rewards percentages (Silver, Gold, Platinum), Daily Specials (Monday through Thursday), and Partner Discounts (Bosch, Gold's Gym, NCPD).
 - All \$5.00 OFF coupons and free garment coupons can be used at any time in conjunction with any other offer.
 - Questions/Concerns? Please email DryCleanExpressCHS@gmail.com!
- No rollover spending will be permitted at the end of each year in regards to Silver and Gold Member statuses (i.e. if a customer spends \$900 by December 31st of a given year, they would get Silver Member status and start over at \$0 starting January 1st of the following year)
- Platinum status is set to a rolling three calendar-year period (i.e. January 2015 - December 2017, January 2016 - December 2018, etc.)
- Membership status is awarded on a per account basis (i.e. If John and Jane Doe are married, they must both maintain status in order to get the discount using their respective account)
- Everything in the Dry Clean Express REWARDS terms and conditions is subject to change at any time without any forward notice
- Termination of Dry Clean Express REWARDS can happen at any time at the discretion of Dry Clean Express Management