



RESPONSE ▲ MARKETING ▲ REPORT

Holiday Wish List

- Acquire customers
- Retain customers



As an online marketer, what tops your wish list this holiday season? Maybe more traffic to your Web site. Maybe more online shoppers to take advantage of this season's special products and promotions. Maybe more purchases made by your current customer base.

Bottom line: every online marketer wants a higher ROI. And no matter what your marketing objective, you can get there -- and get there smarter -- by using the MyPoints True Opt-In™ online direct marketing program.

MyPoints rewards its members for responding to personalized, targeted email and Web-based offers from topline advertisers like Volvo, Priceline.com, AT&T, Intel and Motley Fool. Look inside to find out how you can join these innovators and take advantage of the spectacular holiday specials that MyPoints is running right now.

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Media Specials & Promotions

We're working to give all parties involved in the MyPoints program – our members, advertisers, partners and our company -- the optimal online experience. Read on to see the products and promotions introduced this quarter to provide even more opportunity to increase your ROI.

Want to increase your holiday sales and end the year with a bang? MyPoints.com is in the midst of our year-end marketing push, and you're the beneficiary! We're ready to reward our advertisers – and help our advertisers reward their customers – with a number of generous new media products and promotions.

Refer a Peer

If you're already a MyPoints advertiser, you can earn Points of your own by referring a fellow online marketer. If your referral places a qualifying email campaign with MyPoints.com, you'll receive 25,000 Points for your own personal holiday shopping. The more clients you refer, the more Points you get! Successfully refer three new clients for 25,000 Points each, and we'll throw in a bonus of 25,000 more Points to top off your account at an even 100,000 Points.

If you are a media buyer at an interactive agency and currently work with MyPoints.com on one of your accounts, now's the time to consider sharing your MyPoints successes with another client. Or you can refer a fellow media buyer, within your agency or in another agency, to the MyPoints program. Just contact your MyPoints.com account executive for details.

Holiday Countdown

Our Holiday Countdown program is designed to help you achieve the "F" in RFM. Frequency is key to acquiring and retaining customers. And if you run three qualifying email campaigns from now through the end of the year, we'll enhance your offer by doubling the number of

Response Rewards attached to any Web-based offer that you place in MyPoints Shopping!, the new eCommerce section of our MyPoints Web site. You also get to choose an extra gift from our grab bag of Holiday Countdown advertiser rewards:

- a. Free Web placement of your MyPoints Shopping! offer throughout the holiday season,
- b. 10,000 Point bonus in your personal account,
- c. Free double circulation or clicks on your first email campaign during January, 2000, or
- d. Free Instant Loyalty Program for 2000.

If you're an online retailer, you know that you need to get your name in front of seasonal shoppers now. Our Holiday Countdown special rewards you for achieving a desirable marketing frequency in email by offering you constancy with a free Web-based offer on our site all holiday season, double clicks to help you get started in the new millennium, a loyalty program for long-term thinkers and more.

Pointentials Title Sponsorship

Our members receive a monthly email bulletin, Pointentials, which is available for both text and HTML-enabled readers. As a title sponsor of Pointentials, you'll be mentioned in three sections: introduction, feature paragraph and a reminder link as a bulletin finale. With an average readership of about 30%, this is a great opportunity to get your name in front of over a million attentive MyPoints members. If you have a product or service that appeals to a broad target base, this is an incredibly efficient way to get your offer in front of a receptive audience.

Pointentials Featured Offers

The Featured Offers section briefly highlights attractive point-earning offers and provides a link directly to these offers. Three Featured Offers are available per monthly issue of Pointentials. This is an excellent way to add reach to your existing offer on the MyPoints Member site.

MyPoints Web Site Feature Locations

We now allow advertisers to reserve premium spots on the most trafficked pages within the MyPoints Web site. These pages -- Special Offers, Earn, Member Home and Account Balance -- allow the online marketer to present this other offer to the member in a less-cluttered, highly viewed environment. If your marketing objective includes driving qualified traffic to your Web site, this is the promotion for you.

MyPoints Ad Queue

You already learned how to achieve the "P" in RFM; now here's how to get the "R." Ad Queue allows a select number of advertisers to leverage the recency of joining a new program to improve response rates and establish long-term relationships through MyPoints. Delivered to new members within 1 - 14 days of joining, Ad Queue offers preempt competitive offers by being the first in their categories to reach MyPoints members. In addition, Ad Queue advertisers see increased response rates by reaching new members at the peak of their interest level.



Ad Queue works best with broadly targeted products used by everybody, such as long distance phone service, books, music, and computers. For those marketers with deeper pockets and annual plans, Ad Queue is an excellent way to achieve your recency goals.

Loyalty Programs

Initiating a loyalty program is time-consuming, expensive and resource-draining -- unless you work with a company that knows what it's doing and has done it all before.

MyPoints.com has been tapped to create loyalty programs with industry innovators like Prodigy Internet, Talk City, GTE Internetworking, Excite.com and RdTV, and there's even more in the pipeline...

Introducing the MyPoints Network, our web of online loyalty partners. Partners with a well-established online presence. Partners who lead their industry categories. Partners who recognize the importance of leveraging MyPoints' expertise to provide them with solutions from acquisition

to retention. And partners who want the economics of joining the most powerful loyalty network on the Web.

The MyPoints Network allows leading online properties to offer MyPoints' currency as an incentive to motivate their users to become more active, be more involved, sign up, purchase, do what they want them to do. Just like the MyPoints program, online consumers who are

"MyPoints is an integral part of our loyalty strategy. Since we launched it is a new concept on the Web, we're using MyPoints to increase our traffic and get Web users to try us out. We're confident that our customers are not just here exploring and discovering, but they'll come back often and eventually make MyPoints part of their daily lives. Best of all, they'll be rewarded for their loyalty with MyPoints for doing something they would do anyway -- creating content and information that's important to them."

— Bill Sengler, President and COO for RdTV

MyPoints.com Integrated Results Marketing Solutions...from acquisition to retention.

Loyalty Programs (continued)

"The ability to use the power of instant and targeted marketing of your online store is a real-time, always available marketing resource that is unparalleled in the industry, and a key component of our Business Services strategy. We chose MyPoints.com as our retention partner because their program was easy to implement and cost-effective, provided very targeted marketing capabilities, and at the same time was generous to the customers who enrolled in it."

*—Christopher Ryker
Toll City's marketing vice president*

members of a MyPoints Network loyalty program take advantage of targeted email and Web-based offers, then visit sites throughout the network to take advantage of other Point-earning opportunities.

In addition, loyalty partners in the MyPoints Network can customize their loyalty programs by awarding Points for actions specific to their own site. And each loyalty partner in the MyPoints Network has a membership base that's exclusive to its own program. Your members will always see your brand when they earn Points, make profile changes and check to see how close

"MyPoints by GIE provides our customers with another way to participate interactively on the Internet, while giving them a rewarding experience. In this competitive market, GIE's distinguishing services features make our choice simple. Just as the GIE brand is important to our customers, so is the loyalty and needs of our customers at GIE."

*—Alex Calcutt, vice president
and general manager, GIE Internet Services*

they are to receiving their first redemption. All of your members' actions are branded to you. All the Point-earning opportunities that take place anywhere on the 'Net are branded to you. The member is getting

Instant Loyalty & Co-Branded Solutions

You can join the MyPoints Network with a quick, low-cost loyalty program through

Instant Loyalty or implement a loyalty program with all the bells and whistles through our Co-Branded Solution. In a nutshell, MyPoints.com will create a co-branded version of the MyPoints site with your logo and program name, Company.com.PointsbyMyPoints. Every member recruited into your loyalty program will always see this version of the MyPoints Web site, which MyPoints.com creates, hosts and maintains.

"A key priority for us is converting ZIGG.com members into buyers. With MyPoints.com's expertise in combining loyalty point programs with direct marketing and Internet promotions, we immediately brought our direct e-commerce strategy by giving our members an incentive to purchase from us again and again."

*—Chris King, chairman and co-founder of
ZIGG.com*

Point-rich -- thanks to you.

MyPoints.com offers loyalty initiatives to top names in all online commerce categories. If you're interested in becoming part of the MyPoints Network -- or would like to discuss a Private Label loyalty solution -- give Nichole a call at (800) 890-9351.



MyPoints Shopping!

MyPoints introduces its entry into the e-commerce world with MyPoints Shopping! We believe in rewarding online consumers for doing what they do every day, and one of those activities is shopping. So MyPoints has created a shopping area within our membership site to allow an elite group of both media-savvy and transaction-based online retailers to take advantage of the loyalty created through our existing incentive program.

Like offline rewards programs, MyPoints gives members something extra for choosing to spend their time and money with us. For every dollar spent with the retailers in the MyPoints Shopping! area, a member receives Points. These Points motivate MyPoints members to shop frequently with our MyPoints Shopping! merchants, making MyPoints a one-stop-shop for the online consumer.

Online retailers selected to join the MyPoints Shopping! program have the ability to sponsor a special feature being introduced this holiday season, the Holiday Gift Planner. The Holiday Gift Planner program allows our members to build a personal checklist to plan and track their holiday gift-giving needs. And since the Holiday Gift Planner resides within MyPoints Shopping!, the process encourages members to go directly to our MyPoints Shopping! merchants to fulfill their lists by purchasing holiday gift items for friends and family.

Are you a leading online retailer interested in increasing your Q4 revenue? Are you looking to optimize gains by capturing your share of increased seasonal consumer spending? Well, MyPoints is looking for a few exceptional online retailers to provide quality merchandise offers to the MyPoints membership. If you can meet this challenge, then we want you. Give Nichole a call at (800) 890-9351.

www.mypoints.com (800)890-9351



MyPoints Shopping! Home Page

The MyPoints Shopping! home page consists of three rotating Great Offers, giving merchants an equal opportunity in the spotlight and providing members with purchasing options. In addition, MyPoints organizes merchants into categories to make merchandise easy to find and turns online shopping into a pleasant experience.



MyPoints Subcategory Page

Each of the 18 categories on the MyPoints Shopping! home page expands to show members a variety of merchants and products.

Finding the Right MyPoints products to meet your Objective

Category	Product	Description	The Value Proposition	Objective
Media	Email Campaign	MyPoints BonusMail email campaign	<ul style="list-style-type: none"> Access to a True Opt-In list of qualified, targeted consumers Personalized one-to-one messages to specific qualified consumer 	Qualified Traffic
	Traffic Campaign	MyPoints BonusMail email and/or MyPoints iReferral campaign	<ul style="list-style-type: none"> Unique, qualified and highly targeted traffic Guaranteed visits 	Qualified Traffic
	Response Rewards	Performance-based product used in conjunction with email and iReferral campaigns	<ul style="list-style-type: none"> Increases backend response on media campaigns by up to 5% MyPoints membership averages to a redemption to equate to loyalty 	Transaction
	Ad Queue	Continuous email campaign to repeat members of the MyPoints program	<ul style="list-style-type: none"> Access to repeat members and prime positioning as one of the first offers to be viewed 	Recency
Spots reach p	Title Offer	Single Title link in Pointentials memberchp email bulletin	<ul style="list-style-type: none"> Adds reach to media campaigns while building a brand and creating awareness Access to entire database of MyPoints members 	Reach
	Button Offer	One of three Button links in Pointentials memberchp email bulletin	<ul style="list-style-type: none"> Adds reach to media campaigns while building a brand and creating awareness Access to entire database of MyPoints members 	Reach
	Button Location	iReferral placed on most trafficked pages on the MyPoints site — Special Offer, Earn, Home & Account Balance	<ul style="list-style-type: none"> Increases up time and estate of MyPoints iReferrals, which is consistently marked in the top ten shopping sites by Media Metrics One full month of exposure and transaction opportunities 	Frequency
	Holiday Banner	MyPoints Shopping personal and holiday shopping list campaign and teacher	<ul style="list-style-type: none"> Up to three months of branding and extensive exposure to members who have indicated their purchase intentions for the holiday Ideal for the e-commerce advertiser 	Purchase
Loyalty	Instant Loyalty	Co-branded MyPoints iReferrals with incentive motivation by your company	<ul style="list-style-type: none"> Ability to use MyPoints currency on your co-branded site to motivate activity and loyalty from your own consumers Quick, inexpensive way to jumpstart customer loyalty 	Retention
	Co-branded Loyalty	Co-branded MyPoints iReferrals with incentive motivation by your company	<ul style="list-style-type: none"> Ability to use MyPoints currency on your co-branded site to motivate activity and loyalty from your own consumers Ability to block competitive offers from your loyalty program 	Retention



I'm ready to lower my acquisition cost and increase my ROI.

Then take a moment to **fax** this brief questionnaire to **(212) 699-8060**, and we will contact you within 24 hours. Don't have a fax machine nearby? Then return the attached **business reply card** or **call** us at **(800) 890-9351** to have your questions answered immediately.

First Name _____ Last Name _____
Title _____ Company _____
Email _____
Street Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____
Your Web site's URL (if available) _____

What form(s) of offline advertising do you currently use?

- TV / Radio
- Newspapers
- Magazines
- Direct mail
- Catalogs
- None

What form(s) of online marketing do you use?

- Ad banners
- Advertorial
- Portal position
- Search engines
- Online incentive program
- Sponsorships
- Email lists
- None

What are result(s) do you want to achieve?

- Increase awareness
- Drive site traffic
- Convert browsers into buyers
- Acquire new program members
- Collect data/registrations
- Develop an online loyalty program

What is your approximate budget for advertising?

- Under \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$250,000
- \$250,000 - \$500,000
- \$500,000+

When would you consider running a campaign with MyPoints?

- Now! (Call me.)
- Within 30 days
- Within 90 days

What percentage of the budget is spent online? -----

Who else is involved in your decision process?

- Direct supervisor
- Advertising agency
- Client
- This is presented to a committee that shares the decision.
- I am the only one involved in this process.

Once the decision is made, who has signature authority on final paperwork?

- Direct supervisor
- CFO
- President
- Media buyer

How did you hear about us?

- Direct mail
- Magazine ad
- Referral
- Ad banner
- Trade press
- Advertising agency/media buyer

What type of business or products do you represent?

- Computer
- Retail
- Publishing
- Finance, insurance & real estate
- Other services
- Transportation & public utilities
- Public administration
- Advertising & media
- Wholesale trade

Additional comments:

DG000599

* We would like to send you updates on new resources to keep you informed of the latest strategies to generate revenue online.

No, thank you. I would not like to receive this information.

Phone number: (800) 890-9351 • Fax number: (212) 699-8060 • URL: //www.mypoints.com

Creating Happier Holidays Through Increased ROI

MyPoints.com Appearance Schedule

MyPoints.com will be

attending a number of quality events this quarter, as an exhibitor and a featured speaker. We will have a booth at two impactful industry trade shows and will speak at various national and international Internet events.

EVENTS

The DMA 8 2nd Annual Conference & Exhibition

Toronto, CN

October 24-27

Booth 2134

@d Tech East

New York, NY

November 1-3

Booth 525

Internet Advertising Bureau's (IAB) Fall Meeting

New York, NY

November 3

Jupiter Entertainment Forum

Los Angeles, CA

December 8-9

Booth 23

SPEAKING ENGAGEMENTS

The DMA 8 2nd Annual Conference & Exhibition

Toronto, CN

October 24-27

E-Smart Cards

Chicago, IL

October 25-26

Sweden

November 9-11

Internet World Asia

Hong Kong

November 3-5



MyPoints®
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565 Commercial St, 4th Floor
San Francisco, California 94111-3031
www.mypoints.com