



GOING ONCE WINTER 2008

Going Once is a innovative, interactive promotion that provides Cardmembers access to purchase special vacation packages and explore exclusive travel offers. Each day of the promotion centers around a limited quantity travel package to a top global destination offered at a price that declines every 20 minutes by an amount unknown to the Cardmember until the package sells out. Cardmembers will feel a sense of urgency as they watch the price and inventory decline before their eyes. In addition other limited supply, lower fixed priced packages and unlimited Premium Offers that are relevant (geographically or thematically) to the day's "Declining Price Travel Package" will be prominently offered and cross-sold to Cardmembers.

Declining Price Package (DPP)	Fixed Price Package (FPP)	Premium Travel Offer (PTO)
<p>Merchant Provides</p> <ul style="list-style-type: none"> ■ Limited inventory packages (10-30) including air, lodging, special amenities and/or experiences at the price bought by the Cardmember (typically 32% off retail) ■ Site visuals, copy (detailed itinerary), logo ■ Book by date – 4/15/08; Travel by date – 2/15/09 or later <p>Merchant Receives</p> <ul style="list-style-type: none"> ■ Generate tremendous buzz and Cardmember engagement ■ Four weeks of site exposure in addition to a promotional day dedicated to your destination during the campaign ■ Package sales are supported by a fully integrated media and PR plan 	<p>Merchant Provides</p> <ul style="list-style-type: none"> ■ Moderate inventory packages (100+) including lodging and special amenities and/or experiences (air is optional) at 20%-40% off retail ■ Site visuals, copy (detailed itinerary), logo ■ Book by date – 4/15/08; Travel by date – 2/15/09 or later <p>Merchant Receives</p> <ul style="list-style-type: none"> ■ Provide an opportunity to sell deeper inventory of lower priced offerings throughout the promotion ■ Homepage Cross Sell ■ Placement on FPO page ■ Available until the end of the campaign unless the package has sold out 	<p>Merchant Provides</p> <ul style="list-style-type: none"> ■ Offer must meet ES Minimum Offer Guidelines ■ Offer details, copy, logo ■ Book by date – 2/28/08; Travel by date – 7/31/08 or later <p>Merchant Receives</p> <ul style="list-style-type: none"> ■ Homepage Cross Sell (best offers will receive prominence) ■ Cross Sell throughout the site for "Sold Out" or "Try Again" messaging ■ Four weeks of site exposure ■ Flexibility in regards to offer and quantity