



Fill It Up® Card

INCENTIVE SERVICES 

Fill It Up is a sensible, high-impact reward solution that is conveniently accepted at virtually every fuel establishment that welcomes the American Express® Card.

Effective

This Card is ideal for recognizing or motivating employees, clients, customers, or other strategic affiliates with a practical and desirable reward solution. In an environment where gas prices continue to fluctuate, the Fill It Up Card is a welcome reward everyone will value and appreciate.

Convenient for You

- Simplifies your incentive decisions by offering the choice your reward earners want
- Drives desired behavior by presenting recipients the opportunity to be rewarded with Incentive, Promotion or Loyalty Programs
- Eases administration by fulfilling Cards directly to reward earners

Convenient for Reward Earners

- Knowledgeable customer service available 24/7
- Up-to-date point balance, 90-day transaction summary and participating merchant information accessible via reward earner Web site, www.rewardearner.com/fillitup, or by calling the toll-free number on the back of the Card
- Use at virtually every fuel establishment that welcomes the American Express® Card

Funding Options

Fill It Up is a point-based card with 1 point = \$1 US or \$1 CDN in purchasing power.

Reloadable: Ideal for ongoing reward programs where points are loaded onto the Card as the desired behavior or winning performance is achieved.

- Available in U.S. denominations only

Predenominated: Perfect for on-the-spot rewards where immediate recognition is valued.

- Card value (denomination) easily visible on Card front
- Standard denominations: 25-100 points
- Non-standard denominations: 101 points and above

Promotional Impact

- Maximize promotional impact and increase corporate mindshare by designing the Card face to feature your brand, campaign theme or other message
- Emboss the Card with the reward earner's name, your company name, or your program theme for a more personal and memorable reward

Replaceable & Reliable

- Rely on the stability and prestige of the American Express name
- Protect your investment and offer reward earners increased security and peace of mind with our comprehensive lost/stolen replacement policy

For additional information about the Fill It Up Card, contact a service representative by calling 1.888.853.0162.