



Neighborhood Market

You shop at fresh&easy because we have wholesome, affordable food for everyone. And we appreciate it. So we asked how you wanted to be thanked and you said...

MOM: Rewards for shopping.

Great! We just built a new rewards program for our friends of Fresh&easy as a thank you for shopping with us. All you have to do is what you normally do and you can earn cash rewards. You get a point for every dollar you spend (some exclusions apply) and 500 points earns you 5 dollars in cash rewards. It's that simple.

MOM: I'm in!

GUY: How do I really rack up the points?

Just shop. We'll give you bonus point coupons so you'll score rewards even quicker. And unlike other loyalty programs, there's no need to clip or print them. Simply load them onto your card online.

DUDE: Our lives are pretty hectic, can we access everything online?

Yes! The new Friends of fresh&easy is 100% digital. You can manage your account, watch your points add up, and convert your points to cash rewards. (once you reach 500 points)

DUDE: Alright, sweet!

LADY: I want to know what's happening at fresh&easy before it happens.

We'll send you emails updating you on new products, bonus point coupons and easy meal ideas. And you'll be the first to know.

LADY: Woohoo!

GIRL: That sounds exciting. How do I sign up?

Easy! Just join online, pick up a card from fresh&easy, then scan your card every time you shop. Seriously, leave the hard stuff to us. Like making sure your food is wholesome, affordable, and as fresh as possible.

GIRL: Sounds great!

So that's how we'd like to thank you for shopping with us at fresh&easy. Start earning your cash rewards today with your new Friends of fresh&easy card.

"CLICK THE CARD TO JOIN OR TO FIND OUT MORE ABOUT FRIENDS OF FRESH&EASY."  
APPEARS ON THE SCREEN.

[FRESHANDEASY.COM/FRIENDS](http://FRESHANDEASY.COM/FRIENDS)