



ECOMATES™ Clean Air Initiative Overview

The ECOMATES™ Clean Air Initiative rewards you with a \$25 gas or gift card each month you spend \$100 in fuel at your favorite gas station chain. All you have to do is fill out a survey at the time of registration and mail in your gas receipts along with the redemption certificate prior to the end of each month.

Each coupon code entitles the redeemer to a \$25 gas or gift card for the first \$100 of gas receipts they turn in each month until the program ends or the coupon expires. Coupon codes make a fantastic incentive for new IBO prospects and Preferred Customers.

Fuel Receipts must be from one of the following service stations:

76, Arco, BP, Chevron, Circle K, Conoco, Exxon-Mobil, Gulf, Marathon, Shell, Sinclair, Speedway, Sunoco, Texaco

How the Clean Air Initiative Works:

1. Purchasing Your Coupon Codes:
 - a. If you have already purchased a pack that contained coupons, then you will receive those codes in your backoffice at program launch.
 - b. Coupons may be purchased a la carte in your backoffice Shopping Cart if you have 75PV Rolling.
 - c. These are the minimum requirements to enable access to coupon codes as an IBO for distribution:
 - i. Maintain 25PV Rolling.
 - ii. Coupons have a 60 day expiration date once purchased by an IBO. If the IBO transfers a coupon within 60 days, then the receiver of the coupon has 30 days to register the coupon and begin participating in the program.
2. Minimum Requirements to activate a Coupon Code:
 - a. IBOs must have at least 25PV Rolling every four weeks.
 - b. Preferred Customers must have at least 25PV on Auto-Delivery.
 - c. You must not have already activated a coupon code for yourself, or have a currently active coupon benefit.
 - d. Limited to one benefit per household/address.
3. Distributing Coupon Codes:
 - a. A coupon code can only be transferred to another IBO or user that has a functional backoffice within the ECOMATES™ system. At this time only an IBO or Preferred Customer may participate in the coupon program as a coupon user. A coupon can only be transferred when the transferee meets the minimum activation requirements.



- b. Each time one of your coupon codes is transferred, the number of coupon codes available for distribution is decremented by 1.

4. Activating a Coupon Code

- a. A coupon can be used by an individual for their own benefit each month until the program expires. If a user of a coupon code misses any one month their coupon will be cancelled. Program requires consistent monthly participation.
- b. Coupons can only be redeemed by IBOs or Preferred Customers.
- c. The redeemer's ECOMATES™ account is checked to assure that they meet the minimum requirements to enroll and use the program. If they do not meet the minimum Auto-Delivery requirement, then they cannot receive or register the coupon.
- d. Once a code is given away, the receiver has 30 days to register the code before it expires and is unusable.
- e. If the redeemer meets all minimum requirements, the redeemer is presented with a web-based survey and is asked to choose a gas station brand. Upon completion of the survey, the user is presented with a completed registration page, which contains the redemption certificate and instructions on using the redemption certificate for obtaining their monthly gas or gift card.

5. Registration Page

- a. At the completion of registration, the redemption page displays a downloadable and printable file that contains a redemption certificate to be redeemed via mail that month.
- b. Each time the redeemer visits the registration page, and continues to meet all of the minimum requirements, they will be able to print the next month's certificate, assuming they are actively enrolled in the program and the program is still valid. To maintain eligibility in the program, the user must still be on Auto-Delivery of 25PV (preferred Customers) or maintain 25PV Rolling (IBO), and must have successfully completed all previous months of the program since the coupon was registered.
- c. After the coupon code redeemer successfully completes registration, they will not be asked to complete registration again. They will bypass the survey questions and be directed to the completed registration page where they can download and print their certificate.

6. Redeeming Coupons

- a. Before the end of each month, the redeemer will mail in the certificate for the current month along with no less than \$100 in gas receipts from the gas station brand they selected during registration. The redemption certificate with receipts must be postmarked by the last day of the month, and must be received by ECOMATES™ no later than the 15th day of the next month. ECOMATES™ is not responsible for USPS delivery errors or failures.



- b. Once the certificate and receipts have been received and validated by the company, a \$25 gas or gift card for the chosen gas station brand selected during registration will be mailed to the redeemer.
- c. Throughout the program, and at all points within the program, the user must meet the minimum eligibility requirements to receive the benefit.

7. Program Limitations

- a. This is a promotional offer and may end at any time.
- b. If a redeemer does not continue to meet eligibility requirements, their participation in the program will end and can not be reinstated. Outstanding certificates cannot be honored.
- c. No coupon program benefit shall exceed 12 (twelve) redemptions.
- d. ECOMATES™ reserves the right to adjust or change the rules of this promotion at any time. Gas or Gift cards may be substituted by similar gas or gift cards of equal redeemable dollar value at anytime by the company.



FAQs

- What happens if I don't spend \$100 on gas during a calendar month?
- a. You will NOT be issued your \$25 gift card for that month. If you miss a month, your program is terminated. You cannot combine 2 months of receipts to submit them as one. You must spend \$100 on gas per month.
2. What types of fuel can I collect receipts for?
 - a. All kinds, including, gas/diesel/propane/bio-diesel/ethanol/methanol or any other combustible fuel sold at the gas station brand you chose during the registration process.
 3. Can I change the brand of gas I choose after I register?
 - a. No.
 4. What happens if I miss a month?
 - a. Your coupon expires and you are no longer able to participate in the program.
 5. What happens if the brand of service station I want to use is NOT on your list of service stations?
 - a. You must select one of the available options.
 6. Do I have to use the gift/gas card to buy gas?
 - a. Yes.
 7. Can the \$100 worth of receipts include other things I buy at the store besides gas?
 - a. No. This is a brand loyalty program for gas and therefore the receipts you submit must be for \$100 worth of gas, not other things.
 8. Can the \$25 gift cards be used as part of the \$100 worth of gas spent during the month?
 - a. Yes
 9. Do the receipts have to be mailed in by a certain date?
 - a. The receipts and certificate must be postmarked on or before the last day of the month and received by ECOMATES™ by the 15th day of the following month. For example, your January receipts and certificate must be sent out by January 31st. You should receive your gift card within 10 to 12 weeks from the day you send your certificate and receipts to ECOMATES™.
 10. What if I have more than \$100 per month? Let's say I use \$300 per month - will I get \$75 gift cards or just \$25?



- a. No. We can only issue ONE gas or gift card for \$25 per household during the same redemption period.
11. Where do I mail my certificates and receipts?
- a. ECOMATES™ – Clean Air Act, 6800 Gateway Park Dr., San Diego, CA 92154
12. Can I fill up two cars in one day?
- a. You can NOT have multiple receipts dated for the same day. One receipt totaling \$100 or more is acceptable.
13. Do we need to mail in original receipts, or can we provide photocopies?
- a. We only accept original receipts. We do not accept photocopies, scanned or faxed copies.
14. I tried to print/download my certificates but only 1 certificate printed out, where are my other certificates?
- a. Future month's certificates are dependent upon qualification for future months. Your future certificates can be printed out by returning to the site and registration page during the following months. For example, if you registered your coupon code in August, your August certificate will be available for printing. Then, you can return to the site in September to print out your September certificate, and continue each month for the duration of your redemption period.
15. How long does it take for my gift card to get to me?
- a. Please allow 10 - 12 weeks for your gift card to be received.
16. Should I start saving my receipts when I redeem my coupon code?
- a. Yes. Your redemption period starts as soon as you activate your coupon. So, for example, if you activate your coupon on August 21st, you would only have 10 days to collect your \$100 in receipts and submit them to the company.