



Cinema 1 Plus...

VIP CARD

Loyalty is rewarded

The Cinema 1 Plus VIP card rewards LOYALTY. We're giving you FREE drinks, FREE popcorn, and FREE tickets all for doing what you love to do . . . Watching movies. Getting started is easy. Just fill out both sides of this form and get it to the nearest attendant. It's FREE. Within 14 days you can expect your VIP card to arrive . . . FREE of charge. Did we mention this is all FREE. What are you waiting for? Start earning today!

REWARDS SCHEDULE

<p>10 POINTS</p>  <p>FREE Small Popcorn</p>	<p>20 POINTS</p>  <p>FREE Small Drink</p>	<p>35 POINTS</p>  <p>FREE Medium Popcorn</p>	<p>50 POINTS</p>  <p>FREE Movie Ticket</p>
<p>60 POINTS</p>  <p>FREE Small Popcorn</p>	<p>70 POINTS</p>  <p>FREE Small Drink</p>	<p>85 POINTS</p>  <p>FREE Medium Popcorn</p>	<p>100 POINTS RED CARPET TREATMENT</p>  <p>FREE Ticket, Medium Popcorn & Medium Drink</p>

PROGRAM RULES:

- To earn rewards, the Cinema 1 Plus VIP card must be presented to the cashier prior to transaction.
- Cinema 1 Plus VIP card is available to all customer ages 12 and older except for Cinema 1 Plus employees. Any other exclusion will be based on the judgement of Cinema 1 Plus.
- Cinema 1 Plus VIP card members will receive 2 points for all tickets purchased at full price for a maximum of 5 points per day.
- Cinema 1 Plus cards are nontransferable.
- Cinema 1 Plus reserves the right to change, alter or discontinue the program and/or rewards structure at any time without liability to members.
- All rewards are subject to verification by management.
- "FREE Movie Ticket" rewards must be used at the next transaction in which the card is swiped.
- Information provided will be for the use of Cinema 1 Plus solely and will not be sold or shared with other companies.
- If card is lost or stolen, replacement can be purchased for \$2.50. This includes the cost of replacement card, transfer of balances, and postage. Limit 1 free card per person.
- In the event card swipe malfunctions or the computer is inaccessible Cinema 1 Plus will provide a guest assistance form that can be turned into any Cinema 1 Plus attendant for your points to be redeemed.

For Cinema Use Only

Loyalty Card Number _____ Date of Issue _____

Issued Via _____ Number of Issue _____



VIP LOYALTY PROGRAM

Registration Form

Moviegoer Information *(please print or type)*

Mr. Mrs. Ms. Miss First Name* _____

Last Name* _____

Address* _____

City* _____

State* _____

Zip Code* _____

Email Address* _____

Birthday* _____ Anniversary _____

Day Phone _____ Cell Phone _____ Evening Phone* _____

Movie Watching Information

(Please help us better understand your movie-going activities so that we can be of better service to you.)

Where do you go for movie times? _____

Where do you find information about upcoming films? _____

Occupation? _____

Annual Household Income:

___ Under \$20K ___ \$21K - \$40K ___ \$41K - \$60K ___ \$60K+

Marital Status:

___ Single ___ Married ___ Other

I verify that I have read and understand the VIP program Rules and Regulations.

Signature: _____ Date: _____

*All information must be filled out to be eligible for a VIP Loyalty card.
*All applicants must be 12 years or older at time of application to be eligible.