

FI Logo here

Address
City, State zip

Your FREE Online Bill Pay Rewards:

- **\$10.00 in Bill Pay Bonus Bucks** just for signing up and paying 6 bills online.*
- **Get a total of \$25.00** for signing up and paying 10 bills online.*
- **A chance to win \$100,000.00** every time you pay a bill online until June 30, 2008.†

Get started right now!
[<http://www.fiurl-goes-here.com/>]

Ms. Jane Sample
123 Any Street
Anytown, US 12345-1234
XXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXX

Dear Ms. Sample,

Starting today, paying your bills with [Institution Name] Online Bill Pay is more rewarding than ever.

- **For starters, we'll pay you \$10.00 just for signing up and paying 6 bills online.** We're so sure you're going to love the way Online Bill Pay simplifies your life, we'll reward you with \$10.00 in Bill Pay Bonus Bucks when you sign up and pay your first 6 bills online.* No strings attached — just \$10.00 in your pocket as our “thank you” for giving Online Bill Pay a try.
- **But the news gets even better: we'll give you a total of \$25.00 if you sign up and pay 10 bills online.*** Go online right now and get started: [<http://www.fiurl-goes-here.com/>]
- **Plus, get a chance to win \$100,000.00 in the Bonus Bucks Sweepstakes** when you sign up — and every time you pay a bill online until 6/30/08. The more bills you pay, the more chances to win!†

But the rewards don't stop there. [Institution Name] Online Bill Pay delivers so many benefits, there's hardly space to list them all in this letter:

- **Secure.** Paying your bills online is safer than sending payments and personal information in the mail!
- **It's FREE.** No monthly charge, no service charge. Pay as many bills as you like — FREE.
- **It's easy once you get it set up.** Spend a little time setting up all of your bills once, and then every month you can pay your bills, when you want, with just a few clicks — from the comfort of home.
- **Save money and time.** Save on postage and checks, no more trips to the post office.
- **Worldwide access 24/7.** Pay your bills anywhere you have online access, any time night or day.
- **Better for the environment.** Using Online Bill Pay is an easy way you can help the environment.

So what are you waiting for? Try Online Bill Pay and get paid! Act now to take advantage of this limited-time offer — and maximize your chances of getting a total of \$25.00* in Bill Pay Bonus Bucks and winning \$100,000.00!† Visit [<http://www.fi-url-goes-here.com/>] right now!

Sincerely,
Your [Institution Name] Online Bill Pay Team



*1. Bonus Bucks Gift Offer ends 6/30/08. 2. Offer valid only for New Enrollments and Online Bill Payments made between 5/1/08 and 6/30/08. 3. Receive a \$10 Credit for enrolling as a new Bill Pay user and making 6 bill payments. 4. If a new user makes 10 bill payments they will receive a \$25 Bonus Credit in lieu of the \$10 Credit. 5. Existing Bill Pay users that make 6 additional online bill payments more than they made from 3/1/08 to 4/30/08 will receive a \$10 Credit. If an existing user makes 10 additional online payments more than they made from 3/1/08 to 4/30/08, they will receive a \$25 Bonus Credit in lieu of the \$10 Credit. Full terms & conditions available at: http://www.diproducsite.com/GRS_2Q2008Sweepstakes/resource/Bonus_Bucks_Cash_Gift_Terms.pdf or get a copy at your participating financial institution branch locations.

** FI disclaimer for free bill pay.

†Sweepstakes ends 6/30/08. No purchase necessary. Void where prohibited. Official Rules can also be obtained at: http://www.diproducsite.com/GRS_2Q2008Sweepstakes/resource/Bonus_Bucks_Sweepstakes_Official_Rules.pdf or get a copy at your participating financial institution branch locations.