

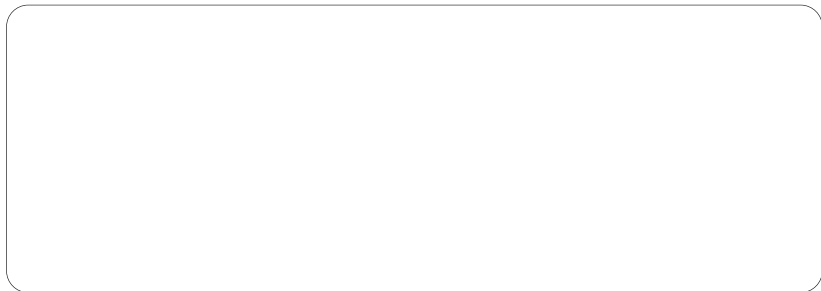


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New York, NY 10020

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At American Express Publishing, We Make Winning Easy!

Reply By: xx/date/xx



▲ ▲
Please remove and affix this label on your Eligibility/Membership Claim Voucher.

XXXXX XXXXXX XXXXXXXX
Variable Street Address 1 XXXXXXXXXX
Variable Street Address 2 XXXXXXXX
Variable City and State, Zip XXXX-XXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Dear Mrs. Sample A. Sample,

At this moment over 1,000 prizes remain unclaimed in a variety of Sweepstakes being presented by American Express.

To register your eligibility for **each and every one** of these valuable cash and merchandise awards with our prize judges, remove the "CLAIM" label bearing your initials from the bottom of the enclosed Prize Detail Report and place it on your Eligibility/Membership Claim Voucher. Then, return that voucher to us no later than xx/date/xx.

Once your Voucher is in our prize judging offices ...

... will the nine-digit number it holds identify you as our **\$1,000,000.00 Super Grand Prize winner?**

... will it single you out as the owner of a **brand-new BMW 325i Sedan?**

... will you soon receive a notice that your home theatre system is about to be upgraded **with a picture-perfect Sony flat-screen TV and surround-sound system?**

... or will the good news be that you should pack your bags, because you're leaving on an all-inclusive Florida vacation for two with superior accommodations at the **Sundial Beach Resort on Sanibel Island?**

That's the fun part, Mrs. Sample! At this moment, we just can't say what your unique Eligibility/Membership Claim Voucher holds for your future — but as we mentioned there are over 1,000 great cash and merchandise prizes to be claimed!

The one thing we can tell you with certainty is that if you fail to return your Voucher by xx/xx/xx, you will completely relinquish contention for all of prizes that we are required to give away by law. This means that a prize that could have been yours, will be awarded to someone else.

(Please, turn over)

In addition to all the wonderful prize eligibility benefits your Voucher will secure in your name, it is also important to note that it entitles you to TWO FREE MONTHS OF MEMBERSHIP in the Travel & Leisure Elite Traveler Club.

This additional benefit will cost you absolutely nothing, and it could save you plenty ... with exclusive savings on hotels, airfare, car rentals, cruises and much more!

If you enjoy your TWO months of privileged access to select travel offers, extra amenities, and exclusive concierge-style travel services ... do nothing. You will automatically receive 12 more months of club membership (14 months in all!) billed to your American Express Card account at the special Cardmember savings rate of just \$69.95. That's an average of just \$5.00 per month — an amount you'll easily save through your exclusive benefits!

Otherwise, simply call 1-888-403-9004 to cancel. If satisfied, you will receive continuous annual renewal of your membership at the then current rate (currently \$79.95) until you advise us to cancel. You may cancel at any time, for any reason, and receive a credit to your American Express Card account for the remainder of your membership term — GUARANTEED!

Remember, your Eligibility/Membership Claim Voucher can not be included in our final judging process (which will conclude with the award of the \$1,000,000 Super Grand Prize and more) unless it is received by xx/date/xx. So don't delay — return it today!

Sincerely,

Marshall Corey
Vice President, Marketing

P.S. By law, all unclaimed prizes MUST be awarded. Enter your eligibility claim for each and every one of them today!



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ELIGIBILITY/MEMBERSHIP CLAIM VOUCHER AND STATEMENT

This Voucher grants bearer full and unrestricted access to eligibility for all unclaimed prizes on offer from American Express Publishing.

TOTAL PRIZE VALUE:

▶ \$1,600,000.00

\$1,000,000 SUPER PRIZE ENTRY NUMBER:

▶ 123456789

ISSUED TO:

Mrs. Sample A. Sample
123 Address Sample
Sample Street Address
Sample City, SA, 12345-6789

See full club membership offer details on back

ALL CLAIMS EXPIRE AT:

▶ Midnight. On: xx/date/xx

Please affix your
"CLAIM"
label here.



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PRIZE DETAIL REPORT

CARDMEMBER NAME	PRIZE ENTRY NUMBER	CRITICAL RESPONSE DATE
Mrs. Sample A. Sample 123 Address Sample Sample Street Address Sample City, SA, 12345-6789	123456789	xx/date/xx

ITEM	DESCRIPTION	STATUS
Super Million Dollar Sweepstakes	One Million Dollars Cash	Unclaimed
Dream Come True Sweepstakes	BMW 325i Sedan	Unclaimed
Dream Prize Giveaway	Cash equivalent available for all prizes listed	Unclaimed
First Prize	Sony flat-screen TV and surround-sound system	Unclaimed
Second Prize	Calphalon Cookware Set	Unclaimed
Third Prize	Sony CD/MP3 Walkman	Unclaimed
Fourth Prize	Bell and Howell Camera	Unclaimed
Bonus Prize	All-expenses paid Florida vacation	Unclaimed
FREE Membership	Two months FREE in Travel & Leisure Elite Traveler Club	Unclaimed

IMPORTANT: The status of all prizes listed above must legally be changed to "claimed" according to rule governing the award of Sweepstakes prizes. To be part of the judging process, ELIGIBILITY/MEMBERSHIP CLAIM VOUCHER must be returned as directed.

OFFICIAL CARDMEMBER RESPONSE



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Processors, indicate Updated status
of Prizes as appropriate:

PRIZE STATUS	CURRENT STATUS:	REVISED STATUS: CLAIMED
GRND	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO
FRST	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO
SCND	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO
THRD	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO
FRTH	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO
BONUS	UNCLAIMED	<input type="checkbox"/> YES <input type="checkbox"/> NO

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TIME SENSITIVE DOCUMENTS REGARDING
UNCLAIMED PRIZES — DO NOT DELAY PROCESSING FOR ANY REASON

Before Replying:
Be sure you have enclosed your **ELIGIBILITY/MEMBERSHIP CLAIM VOUCHER**. Your eligibility
to win any and all prizes detailed can not be guaranteed without this document.