

TRAILHEAD NEWS

NEWS FOR REI VISA® CARDMEMBERS—SUMMER 2010



Pay Bills the No-Worry Way

Have monthly bills paid automatically with your REI Visa card. Payments are always on time, and you earn a 1% rebate²!

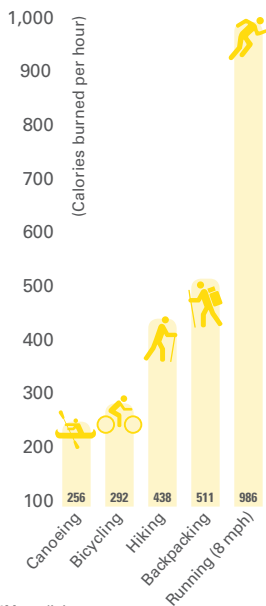
To learn more, go to reivisa.com/paymybills.

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Getting Fit: An Added Benefit of Outdoor Fun

Your favorite fresh-air activities can be your ticket to good health. Mix 'em up! Here are the calories burned per hour for a 160-lb. person*:



*Mayoclinic.com

WELCOME TO THE COMMUNITY AT REI.COM

There's a Conversation Going On At REI.com/community. Join In!

What new gear is everyone buzzing about? What's the most awesome route up that peak? How will you spend your REI dividend this year? At REI.com/community, you can connect with others who also love the outdoors and share tips and inspiration. Here's how:



1. Post your outdoor photos and videos (enter contests, too!).
2. Share your opinion (take one of our fun polls).
3. Answer questions (voice your ideas and expertise).
4. Follow REI bloggers on REI's environmental and social efforts, new gear and more.

Ready to join in? Come meet some new folks and make your voice heard. Go to REI.com/community. Drop in today! (And bring your own coffee.)

SMART WAYS TO INCREASE YOUR DIVIDEND

Paying for outdoor gear and family fun with your REI Visa card helps build your dividend. So does paying for all or some of your grocery and household bills each month. This chart has some ideas for you:

Your Purchase	Price	5% Rebate ¹	1% Rebate ²	10% Member Refund ³	You Earn
Full-price tent & gear at REI	\$1,000	\$50		\$100	\$150
Sale camping gear at REI	\$600	\$30			\$30
REI Adventures Weekend Getaway (for 4)	\$1,640	\$82			\$82
Airfare/travel expenses (for 4)	\$1,600		\$16		\$16
Household bills for 1 year	\$19,200		\$192		\$192
Total earnings					\$470

¹ 5% rebate applies to net REI purchases including full-price and discount-price items, REI gift cards, services, fees and REI Adventures-invoiced trip payments.

² 1% rebate applies to net non-REI purchases only. Advances, convenience checks, balance transfers, interest or finance charges and fees, credit insurance charges, or transactions to fund certain prepaid card products such as Visa Buxx[®] are not eligible.

³ Typical refund that members enjoy on eligible REI purchases. No member refund on REI gift cards, services, fees, REI Adventures trips or discount-price items.

