

# Mechanics of the CDC Club Card System



Settings	CDC	Application
Rewards Rate	2%	2 cents earned in rewards per dollar spent
Points per Dollar Earned	2	2 points earned per dollar spent
Expiration Date	Yes	All Club Card points will expire after 2 years; birthday and welcome vouchers are valid for 30 days
Accrual on Redemption	Yes	Customers will still earn points on transactions where they redeem
Voucher Creation	Requires Email	A welcome / birthday voucher will not be generated without a valid email
Voucher Value	\$5	Both welcome and birthday vouchers are worth \$5, redeemable on a min. \$25 transaction. Cannot be used to pay for prescriptions
Points Exclusion	Selected Products	Points exclusion applies for 'behind the counter' items (Prescriptions and S3s), NDSS items, service lines (vaccination service fees, delivery fee, DAA packing fee, etc.)
Cross Redemptions	Yes	Customers can earn points in-store and online; they can also redeem them in-store or online.
Points Visibility	Across all Stores	Any customer's points accumulation will be visible at any store
Negative Balances	Not Allowed	Customers cannot redeem more than what they've accumulated