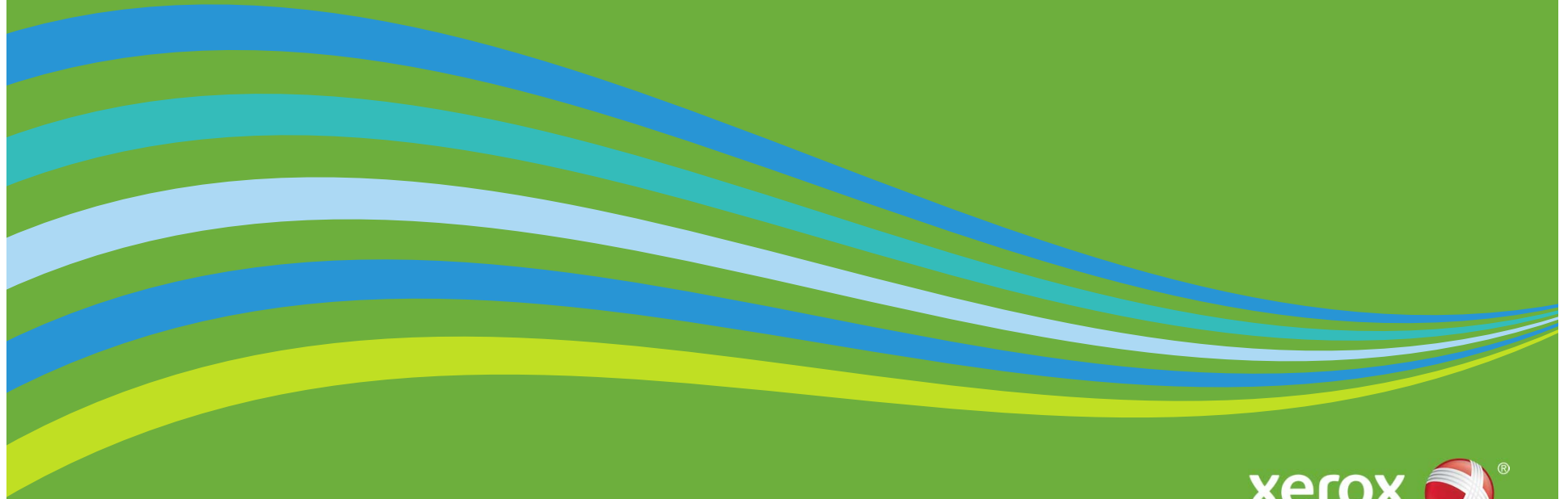


Genuine Xerox Rewards Program

Now printing with Xerox is more rewarding than ever



Customer Benefits

- Get rewarded every time you purchase Xerox Branded Supplies for your Xerox equipment
- Earn exciting rewards regardless of how much you spend a year on Xerox supplies
- It's easy: Sign up for the Genuine Xerox Rewards program and register your Xerox equipment and earn 1,000 bonus points
- Reward points never expire as long as you remain active in the program

The screenshot displays the Xerox Rewards program website. At the top, the Xerox logo is on the left, and navigation links for 'United States', 'Account', 'Log Out', and 'Search Xerox' are on the right. Below the logo, there are tabs for 'Services', 'Products', 'Supplies', 'Support & Drivers', and 'Contact'. The main content area features a welcome message: 'Welcome back. You're well on your way to earning and redeeming rewards.' To the right is a user profile section with the name 'cip test test09 Webster', address 'NY 14500', email 'test.cip_enus09@xerox.com', and phone '(333) 333 3333'. Below this is an 'Activities' section with links for 'Add Points', 'Register Equipment', and 'Register Supplies'. A 'Manage account' section includes links for 'Edit User Information', 'Change Password', 'Enter Comments', and 'Reward points history'. A 'Helpful Resources' section contains links for 'Frequently Asked Questions', 'Terms and Conditions', and 'Contact Us'. The central part of the page shows a 'Point Balance' of 38,756 Reward Points as of September 19, 2012, with buttons to 'Register supplies' and 'Register equipment'. There are also sections for 'Redeem Points' (viewing a catalog of merchandise), 'How Reward Points Work' (explaining that 1,000 points are earned per registration), and 'Redeem and save' (describing the program's goal to reward spending on toner and ink).

Get rewarded for what you buy anyway!

Customer Benefits

For Your Business



- Office equipment
- Gift cards
- Employee recognition
- Business travel
- Charitable contributions

For Your Lifestyle



- Music downloads
- Books and games
- Gift cards
- Retail products
- Leisure travel

How Are Points Awarded?

- Points are awarded based on the Xerox estimated retail price (ERP) for the supply item (\$1 = 1 point)
- If you purchased your supply item at a discount, you still get the full point value
- Buy supplies from any Xerox reseller or retailer
- Xerox desktop office product *toners* and *solid inks* participate in the program

You get points just for purchasing Xerox Branded Supplies.
It's that simple!



What Rewards Are Available?

- The Genuine Xerox Rewards Program has thousands of awards from which to choose, plus access to literally millions of downloads
- A vast selection of merchandise is available for all point levels
- Reward points can be used for Xerox equipment, music, books, gift cards, retail items, travel, or charitable contributions

Great rewards for everyone!

How to Join the Rewards Program

Two easy ways to join the Genuine Xerox Rewards Program:

1. Via direct access to the Xerox.com website www.xerox.com/rewards
2. Via the New Product Registration Process

You can register as an Individual or a Business

- Be sure to check your organization's policy on how you can participate

Receive Extra Bonus Points

- 1,000 points just for enrolling!
- 100 points for every eligible Xerox Printer or MFP you register with the program

How to Register Equipment

- You must register your Xerox equipment with the Genuine Xerox Rewards program
 - You can only claim points for supplies of equipment that you own or manage and have registered with the program
 - Each printer or MFP can only be registered to one account
 - When you first sign-up for the program, you will be asked to input the serial numbers for your Xerox equipment
 - If you've signed up via the product registration process, your device serial number is automatically added to your account
- Don't forget – you get an additional 100 reward points for each eligible device you register with the program

If you own or manage the equipment, you can register it!

Look for the Supplies Authentication Label

- When purchasing genuine Xerox toner or solid ink, always ensure that the authentication label is completely legible on the carton
- If the label has been tampered with in any way, do not purchase it or return it to your original seller for an exchange or refund
- To claim points for the Genuine Xerox Rewards Program you must enter the full authentication label serial number from the label (without spaces)

Coming soon!

Xerox is introducing a mobile application that will allow you to image the supplies carton authentication label and submit for verification & points. Simply scan the barcode and Xerox will do the rest.



New Authentication Label



Old Authentication Label



More Ways for You to Earn Points

- Get double or triple points when Xerox runs promotional offers on designated supply items
- Participate in point sweepstakes by using points to purchase tickets
- Prizes will include merchandise or equivalent number of reward points

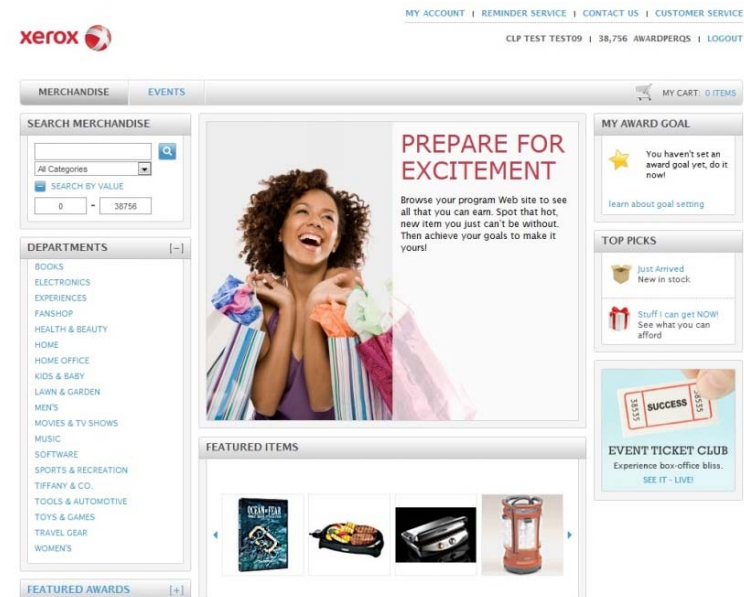
Coming soon!

- Earn **500** points for referring a friend or colleague to the Genuine Xerox Rewards Program
- Do an online product review and earn **500** points for each product model you own or manage
- Visit the Xerox Learn & Earn online library and view short video clips and earn **100** points per video watched.

Redeeming Your Points

1. You must register at least one supplies item that you purchased before you can start redeeming your points
2. There are no out-of-pocket costs associated with redeeming points
3. Shipping costs are included in point values
4. Taxes (if applicable) will be included at check-out, using points

No out-of-pocket expenses!



Redeeming Your Points

Full redemption services and an extensive merchandise collection in the online Rewards Catalog

Redeeming Your Points

- 3,500,000 music downloads
 - 160,000 music CD and DVD movie titles
-
- 1,000,000 book titles (downloadable books available soon)
-
- 37,000 theaters with movie tickets



Redeeming Your Points

300,000 retail merchandise items

Full travel, hotel, rental car booking

Charitable donations

North America Eligible Equipment List

Genuine Xerox Rewards Program - Eligible Equipment List				
ColorQube 8570	Phaser 3635MFP	Phaser 6128MFP	Phaser 7500	WorkCentre 3220
ColorQube 8700	Phaser 4500	Phaser 6130	Phaser 7750	WorkCentre 3315
ColorQube 8870	Phaser 4510	Phaser 6140	Phaser 7760	WorkCentre 3325
ColorQube 8900	Phaser 4600	Phaser 6180	Phaser 7800	WorkCentre 3550
Phaser 3040	Phaser 4620	Phaser 6180MFP	Phaser 8400	WorkCentre 3615
Phaser 3100MFP	Phaser 5500	Phaser 6250	Phaser 8500	WorkCentre 4118
Phaser 3130	Phaser 5550	Phaser 6280	Phaser 8550	WorkCentre 4150
Phaser 3150	Phaser 6010	Phaser 6300	Phaser 8560	WorkCentre 4250
Phaser 3200MFP	Phaser 6110	Phaser 6350	Phaser 8560MFP	WorkCentre 4260
Phaser 3250	Phaser 6110MFP	Phaser 6360	Phaser 8860	WorkCentre 6015
Phaser 3300MFP	Phaser 6115MFP	Phaser 6500	Phaser 8860MFP	WorkCentre 6400
Phaser 3320	Phaser 6120	Phaser 6600	Phaser EX7750	WorkCentre 6505
Phaser 3500	Phaser 6121MFP	Phaser 6700	WorkCentre 3045	WorkCentre 6605
Phaser 3600	Phaser 6125	Phaser 7100	WorkCentre 3210	WorkCentre C2424
Phaser 3610				

