

Gold Card Club
Training Guide



GNC Live Well.

Materials
Ordering
Processing



NEW MATERIALS FOR GNC GOLD CARD CLUB

All Rite Aid references in this guide are in blue.

All Canadian references in this guide are in red.

Gold Card/Key Card



The Gold Card includes three important elements:
 (1) The Gold Card.
 (2) A Gold Card for your member's key ring (Key Card).
 (3) Two member number stickers that are to be applied to the Enrollment Form. The stickers duplicate the member number appearing on the back of the Gold Card and Key Card and is how we track your member.

MANDATORY Connect the Gold Card member's number by affixing the member number stickers on their Enrollment Forms.

Gold Card Sales Brochure



This four panel Gold Card Sales Brochure is a sales tool for the Gold Card Club which details all club benefits. Use this guide to demonstrate the benefits of the Gold Card Club to customers who are considering a GNC Gold Card Membership.

The Gold Card Sales Brochure will be available to order separately as needed for display in your store.

Rite Aid's version of Sales Brochure includes Enrollment Form.

Brochure/Enrollment Form



Front Cover

Use the brochure part as a selling tool and show members all the benefits of a Gold Card Membership. Flip through the brochure to demonstrate healthy benefits such as:

- 20% Savings
- Partner Discounts
- Healthy Information

Attached Enrollment Form



The Enrollment Form is attached to this brochure. For simplicity, we have combined the New and Renewal Form into one; therefore, use this new Enrollment Form for both New and Renewal members.

Once the form is completed:
 (1) Tear it off and hand the remaining brochure to the member.
 (2) Send the first ply of the form to the Gold Card Fulfillment Center for data entry.
 (3) Keep the second ply of the form for your records.

The Brochure/Enrollment Form will automatically be part of your New and/or Renewal Gold Card Packet order.

Rite Aid stores can re-order in bulk.

Expiration Date Sticker



Affix the proper Expiration Date Sticker to the back of every New or Renewed Gold Card and Key Card. This sticker determines when the card expires.

Club Member Welcome Booklet



The Club Member Welcome Booklet has benefit and partner information which includes coupons, offers, 800 numbers, etc. Every New and Renewing Gold Card Member should receive a Club Member Welcome Booklet. Flip through the booklet with your members so you can help them identify partners of interest and encourage use.

Club Member Welcome Booklets are packaged with your New and Renewal packet orders.

Calendar Sticker



Calendar Stickers should be given to every New and Renewing member and are used to remind members to shop every Super Tuesday.

This sheet can be enclosed inside the Club Member Welcome Booklet as a convenience to your members.

Preferred stores and Canadian stores do not currently use stickers.

Renewal Mega Member Sticker Sheet



Identify your Renewing members with our new Gold Card Mega Member stickers. Ask them to affix the stickers onto their Gold Card and Key Card (if they have one) so that we can recognize them as a special member of the club. The next time you see their card, you'll know how valuable they are!

The Renewal Mega Member Sticker Sheet will automatically be part of your Renewal Gold Card Packets order.

Reply Envelopes



Use these pre-addressed, postage-paid Business Reply Envelopes to mail all completed New and Renewing Enrollment Forms to the Gold Card Fulfillment Center. Enrollment Forms should be organized and mailed in this envelope every Sunday.

See page 11 for detailed instructions.

Canadian stores are supplied with white reply envelopes in packs of 8. It is mandatory that Canadian stores send Enrollment Forms every two weeks in a reply envelope as part of the regularly scheduled corporate mailings to GNC's mailroom in Pittsburgh, PA. These envelopes will then be provided to the Gold Card Fulfillment Center from GNC's mailroom.

SELLING A NEW GOLD CARD: New Member

Use this procedure when selling a new Gold Card to a New Member.

1 When you notice a potential member is interested in the Gold Card, flip through the brochure portion to demonstrate healthy benefits such as the Partner discounts and 20% off savings.



2 Have customer fill out the left side of the attached Enrollment Form.

Make sure that the customer:

GNC Gold Card Enrollment Form. Sign up and start saving today for only \$15.

First Name: Mr. Ms. Mx. Miss Other New Member Renewal Member

Last Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email Address (Optional): _____ Would you like to receive information by e-mail? Yes No

Signature: _____ Date: _____

SIGNED AND DATED

Checked New Member

Chose Wellness OR Sports

Active members receive healthy benefits from GNC including information on **one** of the following categories:

Please check the category that interests you most:

Wellness
Periodic information or offers on Wellness/herb products or complimentary copies of Let's Live magazine.

Sports
Periodic information or offers on Sports Nutrition products, or complimentary copies of bi-monthly Physical magazine or sports sale flyers.

Check here if you do not want your name provided to another mailer.

Check here if you do not want to receive GNC offers/information by mail.

Checked restrictions (see pg.14)

3 Sales Associate:

- Ring in the item # (PLU #) for New Member.
- Place **BOTH** member number stickers from back of GNC Gold Card/Key Card in the New Member section on **BOTH** plys of the Enrollment Form.

Back of GNC Gold Card/Key Card



Active members receive healthy benefits from GNC including information on **one** of the following categories:

Please check the category that interests you most:

Wellness
Periodic information or offers on Wellness/herb products or complimentary copies of Let's Live magazine.

Sports
Periodic information or offers on Sports Nutrition products, or complimentary copies of bi-monthly Physical magazine or sports sale flyers.

Check here if you do not want your name provided to another mailer.

Check here if you do not want to receive GNC offers/information by phone.

Check here if you do not want to receive GNC offers/information by mail.

MANDATORY FOR STORE USE ONLY

NEW MEMBER W/ NEW MEMBER NUMBER STICKER HERE ITEM #441923

RENEWAL MEMBER W/ NEW CARD NUMBER STICKER HERE ITEM #441924

RENEWAL MEMBER W/ GOLD CARD WRITE IN MEMBER NUMBER FROM BACK OF CURRENT CARD BELOW ITEM #441922

4 Complete remaining shaded area.

Make sure that you complete:

420141453635

Decision Circle: Wellness Sports

RENEWAL MEMBER W/ NEW CARD NUMBER STICKER HERE ITEM #441924

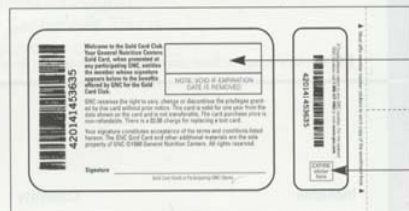
RENEWAL MEMBER W/ GOLD CARD WRITE IN MEMBER NUMBER FROM BACK OF CURRENT CARD BELOW ITEM #441922

MANDATORY FOR STORE USE ONLY

Store Number
Rite Aid Associate Number

5 Place Expiration Stickers on the GNC Gold Card and Key Card.

Back of GNC Gold Card/Key Card



EXPIRES APR 01
VALID APRIL 2000
EXPIRES APRIL 2001

6 Remove the two plys of the Enrollment Form and give the remaining brochure along with the Club Welcome Booklet, Calendar Stickers, Gold Card and Key Card to the New Member.

WELCOME THE MEMBER TO THE GNC GOLD CARD CLUB!



7 After removing both copies of the Enrollment Form:

- (1) Mail top copy to the Gold Card Fulfillment Center.
- (2) Keep bottom copy for your store files.

SELLING A NEW GOLD CARD: to Renewal Member

Use this procedure when selling a new Gold Card to a Renewing Member who doesn't have a Gold Card.

1 Flip through the brochure portion to remind members of healthy benefits such as the Partner discounts and 20% off savings.



2 Have customer fill out the left side of the attached Enrollment Form.

Make sure that the customer:

GNC Gold Card Enrollment Form. Sign up and start saving today for only \$15.

First Name: Mr. Mrs. Ms. Miss. Member Non-Member

Last Name: _____

Street Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Birthdate (Month/Day/Year): _____

Email Address (Optional): _____ Would you like to receive information by e-mail? Yes No

RENEWALS: Check here if any information has changed since you last enrolled. See back for renewal restrictions.

Signature: _____ Date: _____

SIGNED AND DATED
Indicate if there has been a change in previous information

3 Checked Renewal Member

Chose Wellness **OR** Sports

Active members receive healthy benefits from GNC including information on **one** of the following categories.

Please check the category that interests you most:

Wellness
Periodic information or offers on Vitamins/Herbs products or complimentary copies of Let's Live magazine.

Sports
Periodic information or offers on Sports Nutrition products, or complimentary copies of bi-monthly Physical magazine or sports sale flyers.

Check here if you do not want your name provided to another retailer.
 Check here if you do not want to receive GNC offers/information by mail.

GOLD CARD # 11

Checked restrictions (see pg.14)

Sales Associate:

- Ring in the item # (PLU #) for Renewal Member with new card.
- Place **BOTH** member number stickers from back of GNC Gold Card/Key Card in the Renewal Member section on **BOTH** plys of the Enrollment Form.

Back of GNC Gold Card/Key Card



CRITICAL!!
PLACE MEMBER NUMBER ON FORM

Active members receive healthy benefits from GNC including information on **one** of the following categories.

Please check the category that interests you most:

Wellness
Periodic information or offers on Vitamins/Herbs products or complimentary copies of Let's Live magazine.

Sports
Periodic information or offers on Sports Nutrition products, or complimentary copies of bi-monthly Physical magazine or sports sale flyers.

Check here if you do not want your name provided to another retailer.
 Check here if you do not want to receive GNC offers/information by mail.

GOLD CARD FULFILLMENT CENTER

MANDATORY FOR STORE USE ONLY

NEW MEMBER
A AFFIX NEW MEMBER STICKER
ITEM #441926

RENEWAL MEMBER
B AFFIX NEW MEMBER STICKER
ITEM #441924

RENEWAL MEMBER
C AFFIX NEW MEMBER STICKER
ITEM #441922

WRITE IN MEMBER NUMBER FROM BACK OF CURRENT CARD BELOW

4 Complete remaining shaded area.

Make sure that you complete:

MANDATORY FOR STORE USE ONLY

NEW MEMBER
A AFFIX NEW MEMBER STICKER
ITEM #441926

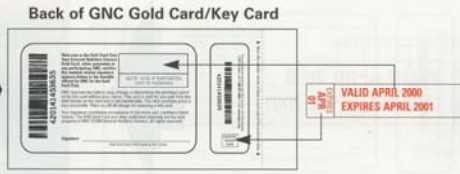
420141453635

RENEWAL MEMBER
C AFFIX NEW MEMBER STICKER
ITEM #441922

WRITE IN MEMBER NUMBER FROM BACK OF CURRENT CARD BELOW

Store Number
Rite Aid Associate Number

5 Place Expiration Stickers on the GNC Gold Card and Key Card.



6 Reward Renewing Members with Mega Member Stickers.



7 Remove the two plys of the Enrollment Form and give the remaining brochure along with the Club Welcome Booklet, Calendar Stickers, Gold Card and Key Card to the Renewing Member.

WELCOME RENEWING MEMBER BACK INTO THE GNC GOLD CARD CLUB!



8 After removing both copies of the Enrollment Form:
(1) Mail top copy to the Gold Card Fulfillment Center.
(2) Keep bottom copy for your store files.

MAILING YOUR ENROLLMENT FORMS

You Must Send In Your Business Reply Envelope Every Sunday

Place the TOP copy of all **Enrollment Forms** sold from Sunday through Saturday into the postage-paid Business Reply Envelope and mail to the Gold Card Fulfillment Center every week. Keep the bottom copy of the Enrollment Form for your store file.

Include All Store Information

The Business Reply Envelopes are pre-addressed, postage-paid envelopes that must be used when mailing all completed Enrollment Forms.

The sooner you send the Enrollment Forms to the Gold Card Fulfillment Center, the sooner members will be entered into the database and receive their first communication from GNC. If you are sending more than 10 Enrollment Forms, seal the envelope with tape to ensure safe delivery through the post office.


★ Canadian stores are supplied with white reply envelopes in packs of 8. It is mandatory that Canadian stores send Enrollment Forms every two weeks in a reply envelope as part of the regularly scheduled corporate mailings to GNC's mailroom in Pittsburgh, PA. These envelopes will then be provided to the Gold Card Fulfillment Center from GNC's mailroom.

Out of envelopes?

If you have run out of envelopes and are waiting for your next shipment, do not hold your Enrollment Forms. Simply include store information listed below and mail to:

Gold Card Fulfillment Center
BrabenderCox/GNC
P.O. Box 535090
Pittsburgh, PA 15253-9951

Before mailing, please complete all information in the upper left-hand

corner of the envelope. Include (1) the number of your store, (2) the number of forms you included in the envelope, (3) the date range of the forms enclosed, (4) the date you are returning the envelope, (5) period and week of the enclosed forms and (6) division number.  Rite Aid check RA.

MAIL EVERY WEEK

Insert enrollment forms sold Sunday through Saturday

- (1) Store # _____
- (2) # of Enrollment Forms: _____
- (3) Date Range: _____
Begin Sun. Ending Sat.
- (4) Date Returned: _____
- (5) Period _____ Week: _____
- (6) Division # #1 #2 #3 #4 RA



Before mailing, complete the checklist on the reverse side of the envelope.

PLEASE MAKE SURE THAT THE FOLLOWING ITEMS ARE COMPLETE.

- Have all enrollment forms been completed properly?
- Have you enclosed the top copy of all enrollment forms from the previous week?
- Have you completed the front of the envelope?

KEEPING ORGANIZED AND UPDATED

How to Effectively Organize Your Materials

It's been shown time and again, that the more organized your approach to the Gold Card Club, the more effective you'll be.

- 1 It's mandatory that you mail all completed Enrollment Forms to the Gold Card Fulfillment Center every Sunday. Simply place every Enrollment Form you sold between Sunday and Saturday in the postage-paid Business Reply Envelope and mail it in.
- 2 Also, set aside one designated, safe place in your store for your Enrollment Forms prior to returning them in the weekly envelope.
- 3 Use all existing inventory first. When you receive new Gold Card materials, store them behind other existing inventory. This is called FIFO (first in first out) and it makes tracking easier.
- 4 Finally, organize your copies of the forms by month sold and alphabetically by last name within those months.

How to Find a Gold Card Member

(Who Doesn't Have A Gold Card When Visiting Your Store)

It's in your own best interest — and your member's — to find the Gold Card Member number when a member doesn't have the Gold Card at the store. Here's how:

- If the member signed up at your store, simply find the number on his/her Enrollment Form in your files.
- If you can't find the number, don't scan another member's card in its place, call the Gold Card Fulfillment Center at 1-800-886-6543. Just have the member's name and address ready.

LOST CARD OR CHANGE OF STATUS

If a Member Loses or Damages The Gold Card

Ask the member to do the following:

– Write a check to the Gold Card Center for \$2 to cover shipping and handling. (♦ In Canada, please send \$3.)

– Include the following member information:

- first and last name
- street address
- city, state and zip code
- phone number

– Enclose the check and the information in an envelope and send directly to:

Gold Card Fulfillment Center
Lost Gold Card
P.O. Box 535090
Pittsburgh, PA 15253

Change of Status?

During their year of membership, members can make changes to their:

- name
- address
- phone #
- e-mail address

Please advise your members of these “change of status” options:

Option A: Members call the GNC Customer Resource Department at 1-888-462-2548. They must have their first and last name, old and new address available and their Gold Card member number.

Option B: Members may submit in writing their first and last name, old and new address, phone number with area code and Gold Card member number and mail this information to:

Gold Card Fulfillment Center
Change of Status
P.O. Box 535090
Pittsburgh, PA 15253-9900

Renewal Members

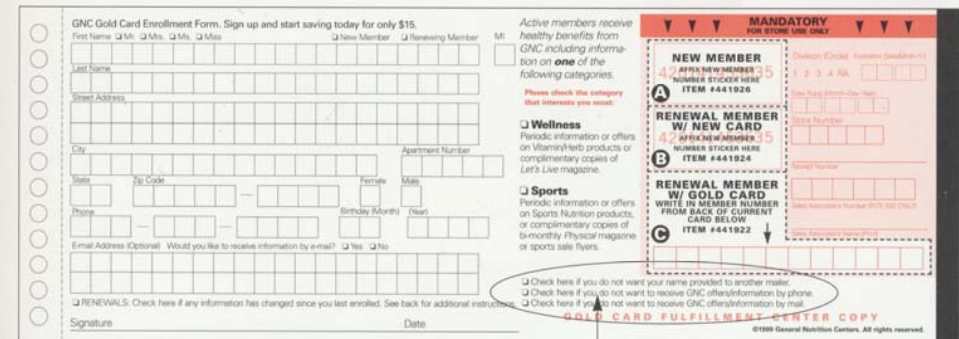
If a Renewal Member's information has changed since a prior membership, it is helpful to know the changed information; therefore, please advise your Renewal Members to complete the address change form on the back of the first ply of the Enrollment Form. This will help ensure Gold Card Membership accuracy.

NATIONAL REGULATION

In an effort to help protect the privacy of consumers, a national association who oversees mailings to consumers and businesses (Direct Marketing Association, or DMA) is now requiring its members to follow a set of consumer privacy protection practices.

The Privacy Promise rules, which went into effect July 1, 1999, require that all DMA members (in which GNC is a member) who market to consumers must:

- Notify customers if their names will be made available to other companies.
- Provide those customers the opportunity to opt out of having their names shared with other companies.
- Have a means of suppressing names internally when customers ask to be removed from marketing lists.



The image shows a GNC Gold Card Enrollment Form and a Renewal Member Card. The enrollment form includes fields for First Name, Last Name, Street Address, City, State, Zip Code, Apartment Number, Sex, Birth Day (Month), Year, and Phone. It also has checkboxes for "New Member" and "Renewing Member", and "Wellness" and "Sports" categories. A "RENEWALS" section at the bottom asks if information has changed since the last enrollment. The Renewal Member Card is a small card with a red border, featuring a "MANDATORY FOR STORE USE ONLY" header and three options: "NEW MEMBER", "RENEWAL MEMBER W/ NEW CARD", and "RENEWAL MEMBER W/ GOLD CARD". Each option includes a "NUMBER STICKER HERE" and an "ITEM #". A "GOLD CARD FULFILLMENT CENTER COPY" stamp is visible at the bottom of the card.

NOTICE THIS NEW SECTION

On your Gold Card Enrollment Forms you will notice three sentences with check boxes that ask your members questions regarding their preference with future mailings and information.

This section helps ensure that opportunities are available for members who don't want their information shared.

GNC Live Well.