

## It's not a one-time, one-benefit card.

Card holders have access to these great deals and programs through Co-op Connections.

**Healthy Savings** – Members have access to a variety of FREE health savings:

- Prescriptions - 10% to 85% savings on prescription drugs.
- Dental Care - 20% to 40% savings on most dental services including orthodontics, periodontics, and endodontics.
- Vision - 20% to 60% savings on eyewear.
- Hearing Aids - 35% off hearing aid prices at more than 2,000 Newport Audiology Center locations.
- Lab Work and Imaging - 10% to 60% savings on usual charges for MRI, CT, and other lab procedures.
- Chiropractic - 30% to 50% savings on diagnostic services and treatments.

**My VIP Savings** – My VIP Savings is an Internet Mall where members can enjoy convenient shopping and exciting savings at over 1,000 online stores including Walmart, Best Buy, and Target. After registering, members will automatically earn cash back rewards and get access to special money-saving deals.

**Coupons** – On-line coupons are available daily from coupons.com.

**Pet Assure** – For \$7.95 per month or \$79 annually, this program provides great deals on veterinary services, pet supplies, and more.

**Worry-free savings** – The free ECI REC Co-op Connections app is available for the iPhone, iPad, and iPod touch. The app provides instant access to deals, and member-consumers can still get the deals even if they don't have their Co-op Connections Card handy.

# Co-op Connections® Card



### For more information, contact:

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### Hours:

Monday-Friday  
Closed Saturdays, Sundays, and holidays

### Office Open:

8:00 a.m. to 4:30 p.m.

Business  
Participant  
Information



A Touchstone Energy® Cooperative 

# Introducing the Co-op Connections® Card

East-Central Iowa Rural Electric Cooperative (ECI REC), your locally owned and controlled electric cooperative, is committed to the local economy of the communities we serve. The Co-op Connections Card connects our member-consumers to valuable discounts, encouraging them to shop at participating local businesses. We hope this program will connect local businesses to new customers and increase the visits of existing customers.

- ECI REC provides FREE publicity to participating businesses, encouraging members to shop locally at our 25 participating businesses in our bi-monthly newsletter, monthly bill stuffers, newspaper ads, Web site information, etc. We offer to highlight participating businesses, giving members an in-depth look at what each business offers.
- The only cost to participating businesses is the incentive they offer.
- This program gives participating businesses exposure to our 6,800 members and millions of others served by our fellow Touchstone Energy® cooperatives.

- All ECI REC member-consumers receive a free Co-op Connections Card, two Key Fobs, and a list of participating local and national businesses. These businesses are also posted on the Web at: [www.ecirec.coop](http://www.ecirec.coop).
- Cards can be used at participating businesses anywhere in the United States. Member-consumers can go on-line to locate deals that are offered in their travel destinations.
- The card features ECI REC's important contact information and Web site, which links card holders to the local and national deals in their area, or the destination they are traveling to.

## Here's how the card works.

All ECI REC member-consumers automatically receive Co-op Connections cards. When they show the card at any participating business, they receive a discount. It's that easy!

All participating businesses have the choice to opt out of the program at the end of every year.

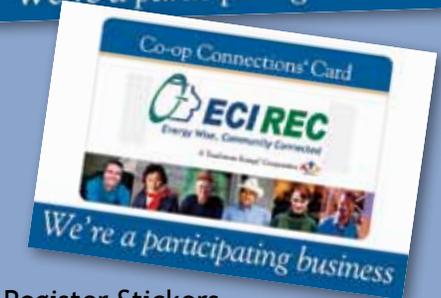
Here are examples of typical local and national business discounts (available in-store with card and/or on-line):

- 10% off tire rotation with oil change
- 10% off one night lodging
- 10% off of every \$50 purchase
- 25% off second full-meal entrée



## Businesses also receive free:

### Window Clings



### Register Stickers

## The program is FREE to participating businesses.

The participating business signs a one-year contract with ECI REC, promising to offer meaningful discounts to member consumers. The merchant decides the terms of the discounts. The merchant then displays the window and cash register stickers at the business, indicating participation in the Co-op Connections Card programs.

For more information on any of these deals and programs, visit [connections.coop](http://connections.coop).