

Best Practices for Using Convenient Card's Web Images on Your Website

The most effective way to market cards on your website is to place a small visual image on your home page that links to a secondary web page dedicated to the cards. On the secondary page, you want to provide a compelling value proposition and information about where to buy cards. Following are samples web pages:

1. Home Page Sample with Holiday Gift Card Image

MFB My FAVORITE BANK

BRANCH & ATM LOCATIONS INVESTOR RELATIONS

PERSONAL BANKING BUSINESS BANKING INSURANCE

BANKING
Open an account today!
▶ Getting Started
▶ Online
▶ Accounts Terms & Conditions

FREQUENTLY ASKED QUESTIONS
▶▶ Opening your Account
▶▶ After you apply
▶▶ Managing and transacting on your account

WHAT'S NEW AT MFB:
Fraud Alert-Online Banking-Phishing Emails

We have received reports of phishing emails being sent from w to be a NetTeller email address customer_service @cm.nette the subject line of NetTeller Watch Notice. These are frauduler that request an attempt to click on an embedded Online Bank

the Perfect Gift. LEARN MORE

Link this graphic to a secondary page about gift cards

2. Secondary Page Sample - About Gift Cards

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ions

Y ASKED QUESTIONS
your Account
u apply
g and transacting on your

VISA GIFT CARDS

Convenient Visa® Gift Cards

the Perfect Gift.

Convenient.
Personal.
Appreciated.

*Stop by your branch to get
your holiday shopping started!*

- Make purchases at over 100 million merchants
- Available in over 200 countries
- Load any amount
- Easily replace a lost or stolen card
- 24/7 account access online

3. Important - Issuer Statement

The issuer statement must appear on any page that provides card information. If the image you choose includes the issuer statement, that is sufficient.

The issuer statement should read as follows:

Card issued by First Century Bank, N.A., member FDIC, pursuant to a license from Visa U.S.A. Inc.

Convenient Cards, Inc.

4. Downloading Images

- Click on the link to the image on the Marketing Materials page. The image will open in a new window.
- Right click on the image and select "save picture as"
- choose a location to save the picture