

Registration Instructions

Please follow these instructions to Register for the Edvantage® Program:

- 1) Go to www.EdvantageProgram.com/LeightonFordLM
- 2) In the upper left-hand corner of the page click the "Register" Button
- 3) Once on the Registration Form Page:
 - a. Fill out the required information.
 - b. Should you be required to enter an "Access Code", please use the "Access Code" listed on the right-hand side of this letter.
 - c. Enter your Customer Number in the field labeled "Customer Number".
 - d. You will create a Username and Password that you will need to remember.
 - e. Once completed hit "Submit".
- 4) **YOU ARE READY TO GO!** Follow the additional instructions below to begin using all that Edvantage® has to offer.
- 5) **You must come to the Edvantage® Program website and LOGIN every time you wish to use Edvantage® in order to get credit for your activity. Please make sure your web browser has both "Cookies" and "Pop-Ups" enabled to ensure proper reporting.**

www.EdvantageProgram.com

Your Access Code:

LeightonFordLM

For Questions, email:

CustomerService@EdvantageProgram.com

Now that you have Registered...

Follow these quick steps to gain financial control and to generate Service Discounts while doing so:

At the top of the Website, you will find the "START SHOPPING" Button:

Click "START SHOPPING" to begin:



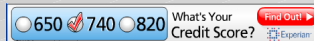
START SHOPPING

You now have access to these **Edvantage®** Benefits - Under "Browse by Category" - Select - "**STEP #1: Finance**"

"STEP #1: Finance"

The key to understanding your financial profile is your Credit Report & Score. Banks & Financial institutions use this information to determine not only your credit worthiness, but also your financial stability. Edvantage® provides you FREE access to your Report & Score.

Click on:



to get your Free Credit Report.

Edvantage® will provide you a \$12.00 Rebate for simply checking your Free Credit Report & Score.

With the uncertainty in today's banking industry, you have a responsibility to yourself to find a bank that is not only trustworthy & stable, but also offers products & services that will make your life easier.

Click on:



to open up a convenient interest yielding checking account.

Edvantage® will provide a \$10.00 Rebate Bonus for opening a new account.

"STEP #2: Entertainment"

For most of us, it is entertainment dollars that are always cut first when we begin to worry about finances. Click on "**STEP #2: Entertainment**" under "Browse by Category" to review the unique ways Edvantage® can help you save money when you have fun.



Please continue to the next page to complete these Instructions...

“STEP #3: Spend Smarter”

The Edvantage® Program can also help you save money on your everyday spending. Each Merchant participating in this service has agreed to give a percentage of each item you purchase back to you in the form of a Rebate that can be used as a credit towards your car’s servicing. Many of these merchants also provide additional discounts and promotions throughout the year. The combination of these rebates and discounts can easily save & generate over \$400.00 a year for the average member.

These are examples of the types of savings the average member could expect:

| Merchant | Description | Spend (After Discount) | Discount | Rebate | Savings |
|---|---|---------------------------|-----------------|----------------|-----------------|
|  | Receive your Credit Report for Free! | FREE | - | \$12.00* | \$12.00 |
|  | Open an ING Orange Savings Acct. High Interest, No Minimum, Free Bill Pay and Free ATM Usage. | FREE | - | \$10.00* | \$10.00 |
|  | Have all the greatest hits delivered to your door! | \$9.99 | - | \$10.00* | \$10.00 |
|  | Dine out once a month using these gift certificates and save \$192.00! | \$120.00 | \$180.00 | \$12.00 | \$192.00 |
|  | Download Multi-Media News, Entertainment, Music and Games. | FREE | - | \$9.00* | \$9.00 |
|  | Download the Latest Music. | \$5.00 | - | \$4.00* | \$6.00 |
|  | Discounted at 50% Off! | \$15.00 | \$15.00 | \$2.00 | \$17.00 |
|  | Also includes Free Shipping! | \$100.00 | \$17.00 | \$16.00 | \$33.00 |
|  | Also includes Free Shipping! | \$75.00 | \$25.00 | \$6.00 | \$31.00 |
|  | Delivered by a Local Florist. | \$43.00 | \$7.50 | \$3.00 | \$10.50 |
|  | Order of 6 Steaks, receives an additional 6 Burgers Free! | \$35.00 | \$44.00 | \$2.00 | \$46.00 |
|  | OfficeMax offers a number of great Dollar Off promotions throughout the year. | \$100.00 | \$50.00 | \$2.00 | \$52.00 |
|  | Pay less than you would in the store. | \$85.00 | \$15.00 | \$3.00 | \$18.00 |
| Example Totals | | \$586.99 | \$353.50 | \$91.00 | \$444.50 |

* Generate \$45.00 in rebates immediately after you register, when you visit these five merchants (FreeCreditReport.com, ING Direct, Blockbuster, realPlayer & Napster). In less than one half hour, you can generate \$45.00 in rebates... each of these services are FREE. (Must convert to a paid subscription of Blockbuster and Napster after the Free Trial in order to receive the rebate.)