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# FUEL THE ARMY™

# BULLET PROGRAM

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\*We've made changes to our Bullet Program.

## WHAT IS THE FUEL THE ARMY® BULLET PROGRAM?

It's our reward program. We reward customers who purchase in 50.00 USD increments (before taxes & shipping, after discounts).

## WHY DO WE REWARD YOU?

Filling a small order takes as much work as filling a larger order. Therefore, it is more cost effective for us to fill a larger order. We therefore encourage customers to order in 50.00 USD increments. We pass that savings onto the customer in the form of Bullet Points. Bullet Points are paid off in free gift cards and/or merchandise.

## \*REVISED BULLET PROGRAM

International customers have had difficulty understanding and navigating our system. This has put a strain on our customer service department. Therefore, we have simplified the entire process.

1. We've done away with the private-login point pages where customers track and manage their own points. Now, we track and manage those points only when a 50.00 USD purchase takes place. When a 50.00 USD purchase is received, we add it to your Bullet Points earned and look over your Bullet Point history. 50.00 USD is the magic number that tells our reps to look at

Bullet Point history. Therefore, it takes a 50.00 USD purchase to pay out on any accumulated points.

2. Under the old system, the customer decided when we paid out. Under our new system, we decide when the points are paid out. A larger purchase is going to trigger a quicker payout because more points are earned.

3. **FUEL THE ARMY™** Cosmetics still count for double points! If all you're ordering is FTA Cosmetics: it ships for free in the USA.

### HERE ARE SOME EXAMPLES TO HELP BETTER EXPLAIN OUR SYSTEM:

**Example 1:** Customer purchases 49.00 worth of product. No points earned. Order doesn't meet the 50.00 USD minimum. If customer has a previous point-balance, we do not pay out because the 50.00 USD increment was not met so we don't check the account.

**Example 2:** The same customer decides to add another item bringing total purchase to 51.00 worth of product (before taxes & shipping, after any discounts). The 50.00 USD minimum was met, the points are entered into the system. While in the database, we see that this customer has 3 Bullets already earned. We decide to pay out the points and include a gift card or free item in the package to settle what we owe.

#### **Example 3:**

50.00 USD would earn ½ Bullet Point  
109.00 USD would earn 1 full Bullet Point  
149.00 USD would earn 1 full Bullet Point  
150.00 USD would earn 1.5 Bullet Points

199.50 USD would earn 1.5 Bullet Points

200.00 USD would earn 2 full Bullet Points, etc.

**Generally, we will wait until you earn at least one full Bullet before we even consider paying out.**

That's all there is to it! Remember, it benefits you to buy in 50.00 USD increments (before taxes & shipping, after discounts).

*Happy Shopping!*