



**GET DISCOUNTS EVERY TIME YOU SHOP
AT PEARL BRANDS STORES**

ASK FOR YOUR PEARL BRANDS FIDELITY CARD
AND START ACCUMULATING POINTS FOR LIMITLESS REWARDS.



How to Join:

Apply for your Fidelity Card at any cash desk of any Qualifying Store operated by Pearl Brands.

Rewards & Benefits:

- Earn 1 point for every LBP 1000 spent net of tax.
- Earn ½ a point for every LBP 1000 spent net of tax on discounted items.
- Earn 10% discount on any item as long as your balance exceeds 1000 points.
- Earn 15% discount on any item as long as your balance exceeds 3000 points.
- Free delivery shopping for every purchase above LBP 500,000.
- Private sales invitation for Pearl Brands Fidelity Card holders.
- Exclusive Benefits for Fidelity Card holders.

THE PEARL BRANDS FIDELITY PROGRAM

TERMS AND CONDITIONS

1. MEMBERSHIP: Participation in Pearl Brands Fidelity Card ("Fidelity Card") and the benefits of the Pearl Brands' Fidelity Program ("the Program") are offered at the sole discretion of Pearl Brands, SAL ("Pearl Brands", "we" or "our"). Only eligible customers (as described below) may enroll, and must enroll with a store associate. Upon enrolling, you will be assigned a Pearl Brands rewards account ("Rewards Account"). As you shop and use your Fidelity Card in one of the Qualifying Pearl Brands stores ("Qualifying Pearl Brands Store"), you accumulate points in your Rewards Account, as described below, which you may then use to shop at a Qualifying Pearl Brands Store.

2. ELIGIBILITY: Only customers over 14 years of age with a valid address may become members ("Members", "you" or "your") in the Program. Corporations, associations and other groups and corporate entities may not participate in the Program. Pearl Brands reserves the right to disqualify any person from participating if, in our sole judgment, that person appears to be violating these Terms and Conditions, making purchases for a business or for resale, manipulating the Program, making excessive returns or otherwise acting in a manner inconsistent with the Program's intent. If a Member is disqualified, Pearl Brands shall forfeit his Rewards Account Value and all his outstanding Rewards Account Balance.

3. DEFINITIONS:

- "Pearl Brands Fidelity Card" is that card that you use to accumulate points for every purchase in Qualifying Pearl Brands Stores.
- "Pearl Brands Fidelity Program" is such fidelity program offered by Pearl Brands as per the terms and conditions provided herein.
- "Member(s)" are such customers eligible for the Program as provided for in Clause 2 herein above and having enrolled as per the terms and conditions herein.
- "Eligible Items" consist of merchandise and gift cards purchased at Qualifying Pearl Brands Stores. Eligible items do not include any services such as, but not limited to: alterations, gift wrapping, shipping/handling; select charitable program fees, tickets; forfeited deposits; and purchases using Pearl Brands Account Value of merchandise or services provided by third parties.
- "Net Purchases" are purchases of Eligible Items less all value added tax, gift cards, shipping and handling fees, returns, price adjustments and other discounts.
- "Rewards Account" is the Pearl Brands fidelity account that shall be assigned to every Member enrolled in the Program in order to accumulate Rewards Account Value.
- "Rewards Account Value" means the points you accumulate in your Rewards Account as follows:

PEARL BRANDS' FIDELITY PROGRAM	
Merchandise	Points received per LBP 1000 spent net of tax
Non Discounted Merchandise Items	1 point
Discounted Merchandise	½ point

- "Rewards Account Balance" is the total positive accumulated Rewards Account Value that Members have at any point in time.
- "Qualifying Pearl Brands Stores" means stores that Pearl Brands manage and are participating in the Program as mentioned on the website and which could be updated from time to time.

4. Accumulating Rewards Account Value: Once enrolled in the Program, Members accumulate Rewards Account Value based on their Net Purchases of Eligible Items. All activity on a Rewards Account, no matter who enters into the transaction, will be treated as activity of the Member.

To accumulate Rewards Account Value when making a purchase at Qualifying Pearl Brands Stores, you must provide the sales associate with your Fidelity Card (if already issued), or provide the sales associate with your account number and/or registered phone number, and an identification card.

5. Calculation of Rewards Account Value: At each purchase the applicable points will be added to your Reward Account Balance. The accumulated Rewards Account Value on returns and other adjustments, such as a price adjustment, may reduce or eliminate your Rewards Account Balance.

If we deactivate your Rewards Account due to abuse or manipulation of the Program, membership in the Program will terminate immediately and your Rewards Account Balance may be forfeited.

6. Expiration of Rewards Account Value: Accumulated points of the Rewards Account Value will expire one year as of the date of your purchases.

7. Redeeming the Reward Account Value: When your Rewards Account Balance reaches 1000 points, you shall be entitled to a 10% discount on any purchase you make (Except for brands not listed on the discount list shown on Pearl brands Website- www.pearlbrandsme.com).

When your Rewards Account Balance reaches 3000 points, you shall be entitled to a 15% discount (Except for brands not listed on the discount list shown on Pearl brands Website-www.pearlbrandsme.com)

If your balance drops below the aforementioned threshold, your discount will be applicable as per the new account balance.

8. Termination of or Change in Program: Pearl Brands may terminate the Program at any time, with or without notice, which may result in loss of accumulated Rewards Account Value and the cancellation of all benefits and privileges associated with the Program. Pearl Brands reserves the right to limit, delete or change any of the rules, terms, conditions, and benefits of the Program, at its sole discretion, on its website, with or without notice. Interpretation of these Terms and Conditions shall be at the sole discretion of Pearl Brands, whose decision will be final. Pearl Brands has the right to close your Rewards Account for any reason.

9. Other Terms: Pearl Brands is not responsible for lost, destroyed, stolen or expired Fidelity Cards and gift cards. Any tax liability connected with receipt or use of any Fidelity Card is the Member's responsibility. Program void where prohibited by law. A Rewards Account Balance is not transferable in the event of death, as part of a domestic relations matter, or for any other reason. The sale or barter of any Rewards Account Balance or any Fidelity Card is prohibited. Events beyond Pearl Brands' control, such as computer equipment or electronic data transmission failure may lead to suspend or terminate the Program without any prior notice.

10. Change to Your Rewards Account Information: You must advise Pearl Brands of any change in your name or address, phone number and/or email address associated with your Rewards Account at any Qualifying Pearl Brands Store through a sales associate.

Qualifying Stores as of January 1st 2013:

Zahar Kids: Saida Mall, Hamra, Beirut Souks, Baabda, ABC Achrafieh, ABC Dbayeh, CityCenter, Jounieh and Tripoli.

Zahar Lingerie: Saida Mall, Hamra, Baabda, ABC Achrafieh, ABC Dbayeh, Kaslik, BHV Citymall and Tripoli

Oliviers&CO.: Beirut Souks

For more information, please contact Customer Service:

Tel: 00 961 1 200730

www.pearlbrandsme.com



PEARL BRANDS SAL



Exclusive Fidelity Card

