

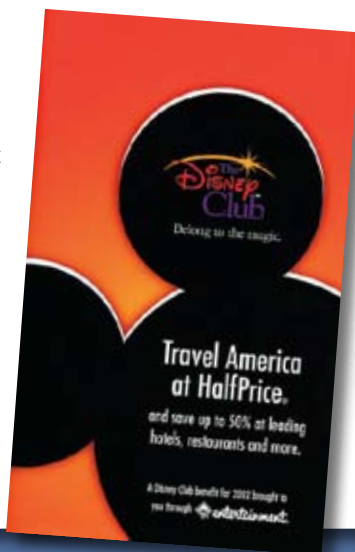
Acquisition • Frequency • Retention • Loyalty

The Walt Disney Company

Company: Walt Disney's Magic Kingdom Club, also known as The Disney Club, provided members the opportunity to receive discounts at Disney Theme Parks, Resort Hotels, The Disney Store and Disney Cruise Line. Members received benefits targeted toward Disney fans and families of all ages and income levels, encouraging them to use the club's reservation and travel services and to purchase Disney merchandise.

Marketing Objective: To increase customer acquisition and overall retention of The Disney Club, Disney's membership club. Disney partnered with Entertainment in an effort to deliver high-perceived benefits of Disney savings that could be used either on a Disney vacation or at home.

CMS Solution: As only one of two outside benefit providers, Entertainment's Travel America at HalfPrice® program was selected as a key component of the major re-launch of The Disney Club. The Travel America at HalfPrice® directory was part of the new member and renewal welcome kit, reinforced by a customized Web site called SaversGuide® that provided Disney members with nationwide access to dining, shopping and travel benefits. Entertainment also worked with Disney in their ongoing communication with members by developing special discount promotions (i.e., "Dinner and a movie") and additional value-added benefits to create loyalty and retention. Many member testimonials were published in their monthly newsletter, emphasizing the value of the Entertainment® benefits. Collectively, Entertainment has provided The Walt Disney Company with valuable member benefits for over 10 years.



Webloyalty.com

Company: Webloyalty, an online marketing services company founded in 1999, markets a variety of membership programs to consumers through e-commerce, travel and other fee-based businesses. Today over 2 million subscribers enjoy savings from Webloyalty's services.

Marketing Objective: In an effort to increase customer acquisition and overall retention rate of its membership programs, Webloyalty sought to partner with Entertainment to provide best-in-class discounts as a premium benefit to their programs.

CMS Solution: As a core benefit of Webloyalty's membership programs, Entertainment provides a series of customized Web sites offering their members our best-in-class discounts on travel, dining, shopping and leisure activities. Members search and browse from a nationwide coalition of merchants for desirable discounts where they live, work, play or travel. Entertainment has been a founding benefit of Webloyalty's programs since its inception.



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