

September, 2011

2012 VIP Program

Dear Squire John's Customer:

Squire John's V.I.P. Program provides a fast and convenient way to shop at any of our locations by purchasing on account while enjoying the additional benefits of discounts and rewards. The V.I.P. Program offers three levels of participation:

Category	Deposit	Discount
Bronze	\$1000-2499	10%
Silver	\$2500-4999	15%
Gold	\$5000 and up	20%

If your deposit is made by September 30th, 2011, you will be entered into a draw for a trip for **2 to Big White or Silver Star Ski Resort** or **Win 1 of 2 \$500 Squire John's Gift Cards**. The winners will be posted on our website by Oct 3, 2011.



PLEASE NOTE:

1. Initial deposits must be made by October 15, 2011.

Deposits will be accepted by cash, cheque, Interac or credit card.

2. In order to participate in the V.I.P. Program, Squire John's must have your credit card on file. Any charges to your account in excess of your initial deposit will automatically be applied to your credit card. We will notify you by email when the charges have been applied. You still receive your discount on purchases over your original deposit.

3. Your V.I.P. discount may be applied to sale items to a maximum of 30% discount.

4. VIP discounts do not apply at the **tent sale** or on **barbeques** and **bikes**.

Any outstanding amounts owing on your V.I.P. account must be paid before this year's deposit is made. The level of discount you are eligible to receive is determined by the amount of your first deposit in the current year combined with any credit you might have left.

To serve you better it is imperative we have all your current information. Please fill out the VIP information sheet and start shopping!

Please do not hesitate to contact

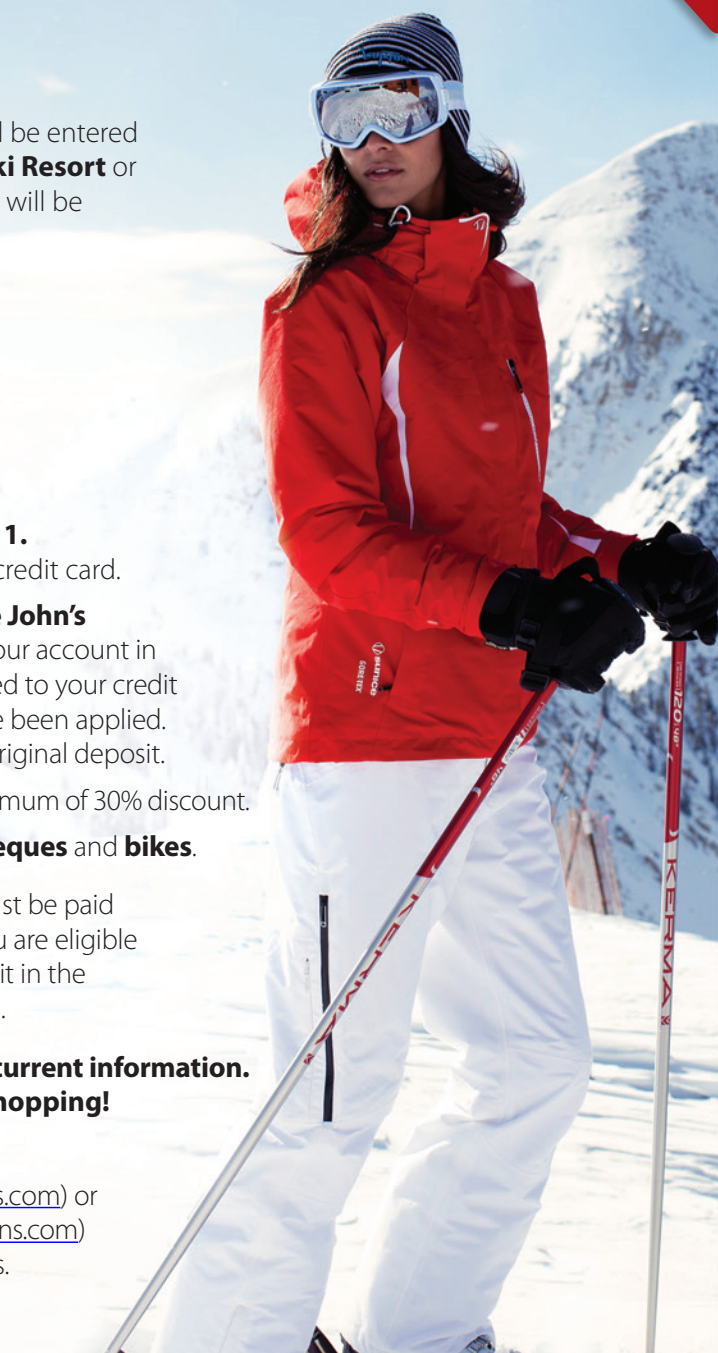
Mark Andersen (VIP program info mandersen@squirejohns.com) or Christine Morrad (VIP account balances cmorrad@squirejohns.com) at 705-445-4606/1-800-303-1334 if you have any questions.

Sincerely,

John, Shane and Mark

SQUIRE JOHN'S

HWY 26, West of Collingwood 705.445.1130 www.squirejohns.com



Squire Johns VIP Information Sheet

Please fax to 705-445-6188 or mail to Squire John's, 209896 Highway 26, Blue Mountains, ON L9Y 0L1, Attn: Christine

2012 VIP Program

Surname: _____

First Name: _____ Spouse: _____

Others allowed to charge: _____

(Please list first/last name of those authorized to sign on account)

Address: _____

City/Town: _____

Postal Code: _____

Home Phone: _____ Work Phone: _____

Cell Phone: _____ Local Phone: _____

Fax: _____ Email: _____

(Email for main account holder is required)

Ski Club: _____ VIP Plan: _____

(Bronze, Silver or Gold)

Deposit \$: _____ First Deposit Method: _____

(cash, cheque, credit card, interac)

Credit Card #: _____ Security Code: _____ Expiry: _____

Name on Card: _____

(Please fill in all credit card information for billing purposes, used when account is overdrawn)

I authorize Squire John's to charge my credit card for charges above my initial deposit.

(A signature is required to make an initial deposit and for any charges above the initial deposit)

Signature: _____



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