

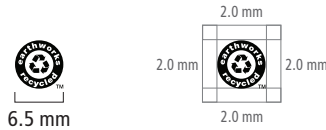
Earthworks Recycled Content Identifier on Card Back



PMS 377 and Black/White Identifier



Identifier Minimum Size and Clear Space



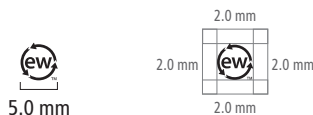
Earthworks System Recyclable Content Identifier on Card Back



PMS 377 and Black/White Identifier



Identifier Minimum Size and Clear Space



Approved Design Criteria for EARTHWORKS® recycled card constructions and EARTHWORKS SYSTEM™ card recycling program PVC cards that are part of the EARTHWORKS SYSTEM™ program of full circle card recycling, which includes the use of EARTHWORKS® 100% recycled PVC material, and/or that have a card construction that has been approved for recycling within the EARTHWORKS SYSTEM™ must comply with the following identifier-usage guidelines. Note: Issuers may elect to participate in either or both aspects of the EARTHWORKS SYSTEM™ in using EARTHWORKS® recycled card materials and/or using recyclable card constructions.

EARTHWORKS® Recycled Content Identifier

The EARTHWORKS® Recycled Content Identifier consists of an EARTHWORKS® banner surrounding the Mobius symbol (i.e., the common recycled content identifier). The EARTHWORKS® Recycled Content Identifier is recognized widely as an indication that a card has been made with EARTHWORKS® recycled sheet material.

- The EARTHWORKS® Recycled Content Identifier is licensed to qualifying program participants.
- The identifier may appear anywhere on the card and must be clearly legible displayed 6.5 mm wide or larger.
- There are three color options available. Please refer to the accompanying example.

EARTHWORKS SYSTEM™ Recyclable Content Identifier

The EARTHWORKS SYSTEM™ Recyclable Content Identifier consists of the characters “EW” surrounded by three curved arrows. The EARTHWORKS SYSTEM™ Recyclable Content Identifier is recognized widely as an indication that a card has been approved for inclusion within the EARTHWORKS SYSTEM™ program of recycling. Every card bearing this mark has been approved by Earthworks to be recycled in the EARTHWORKS SYSTEM™ card recycling program.

- Use of the EARTHWORKS SYSTEM™ Recyclable Content Identifier is required for card return program participants.
- The identifier may appear anywhere on the card and must be clearly and legible displayed 5.0 mm wide or larger.
- There are three color options available. Please refer to the accompanying example.

MINIMUM CLEAR SPACE

A clear space equal to 2.0 mm must be maintained on all sides of the Recycled and Recyclable Content Identifier symbols. This space must be clear of all other marks, text or graphic elements, as shown in the diagrams to the left. If your card has an intricate design or photographic background, place the identifying symbol on an area that is free from distracting elements.

PVC RECYCLING SYMBOL

NOTE: DO NOT place the traditional PVC recycling symbol on your card! PVC cards in almost all cases contain magnetic stripes, veneers, inks, chips etc... that are contaminants and cannot be recycled within the established curb side recycling system for bulk PVC materials.

APPROVALS

Design requests must be submitted to Earthworks System, LLC for approved use of symbols and program participation. Please obtain required forms from Earthworks System LLC’s Office of Global Brand Management.