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Earn miles just for sharing

SHARE:

△ DELTA AMERICAN EXPRESS

Welcome to the
SHARE: COMMUNITY
You're off the ground – now see how far you can go with Delta Air Lines

The SHARE: community thrives upon the opinions and insights of its members, so thanks for signing up. By joining you also added X stamps to your passport and earned a total of X,XXX miles.

START EARNING MILES

STAMPS ADDED

MILES EARNED

Registration	1,500
Connecting	500
Stamps (3)	300
Total miles	**2,300**

DON'T STOP NOW – KEEP EARNING MILES

✚ 25 MILES	✚ 100 MILES	✚ 100 MILES	✚ 250 MILES
Share opinions with your social networks	Check-in at three specific locations	Add stamps and prestige to your passport	Help the SHARE: community grow
Join the discussion	Explore your city	Get more stamps	Invite your friends

Template

C3 Logo section is always present.

E3 Headline Block is optional.

E4 Headline, if present, is a variable.

G4 Subhead, if present, is a variable.

G4 Message is always present. Message copy is a variable, some content within includes variables.

I16 Text on button is a variable. Button itself is always present, target is variable.

L3 Presence of Stamps and Miles Earned Section is a variable.

N4 Content of Stamps section, if present, is a variable.

M14 Content of Miles Earned section, if present, is a variable.

S3 How to Earn Miles section is always present.

X3 Footer is always present.

BOOMBOX™

Earn miles just for sharing

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stamps to your passport and earne͟ ͟ ͟ of X,XXX miles.

START EARNING MILES

STAMPS ADDED

MILES EARNED

Registration   1,500
Connecting   500
Stamps (3)   300

Total miles   2,300

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+25 MILES
Share opinions with your
social networks
Join the discussion

+100 MILES
Check-in at three
specific locations
Explore your city

+100 MILES
Add stamps and prestige
to your passport
Get more stamps

+250 MILES
Help the SHARE:
community grow
Invite your friends

Welcome E-mail

I 13 The number of stamps a user has earned is here.

J 11 Total Miles the user has earned.

N 3 Stamps earned by user during registration session. These should be rollover/clickable to get name and explanation just like stamps in the application.

N 14 Miles earned during registration session. Categories include:
Registration
Connecting (social sites)
Sharing
Stamps

J 11 Total Miles the user has earned during their registration session.

BOOMBOX™

Weekly E-mail

Earn miles just for sharing

SHA**RE:** ▲ DELTA AMERICAN EXPRESS

E 3 — **WEEK 1 TRAVEL LOG**
Whether you shared all your favorite travel experiences this week, or were busy creating new memories, there are still plenty of ways to earn more miles.

EARN MORE MILES

STAMPS ADDED THIS WEEK

J 3 — 10   I ♥ NY

MILES EARNED THIS WEEK

Registration	1,500
Connecting	500
Stamps (3)	300
Total miles	**2,300**

I 14

K 18

L 14

DON'T STOP NOW – KEEP EARNING MILES

+25 MILES
Share opinions with your social networks
Join the discussion

+100 MILES
Check-in at three specific locations
Explore your city

+100 MILES
Add stamps and prestige to your passport
Get more stamps

+250 MILES
Help the SHARE: community grow
Invite your friends

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E 3 The Week # should reflect the number of weeks the user has been using the application.

J 3 Stamps earned by user during the week. These should be rollover/ clickable to get name and explanation just like stamps in the application.

I 14 Miles earned during the week. Categories include:
Registration
Connecting (social sites)
Sharing
Stamps

K 18 Miles This Week (change label) is the total the user has earned during this week.

L 14 Total Miles the user has earned during the entire promotion (not shown in picture, but coming soon)

BOOMBOX™

Forgot Password

Earn miles just for sharing

SHARE: **▲DELTA** AMERICAN EXPRESS

FORGOT YOUR PASSWORD?

Don't worry if all this talk of traveling has distracted you. By following the link below, you can reset your password and be back up in the air in no time.

RESET PASSWORD

USERNAME

G4 apaul@boomboxinc.com

RESET YOUR PASSWORD

http://share.delta.com/passwordreset/

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E3 Username is the user's email address (should match the recipient address)