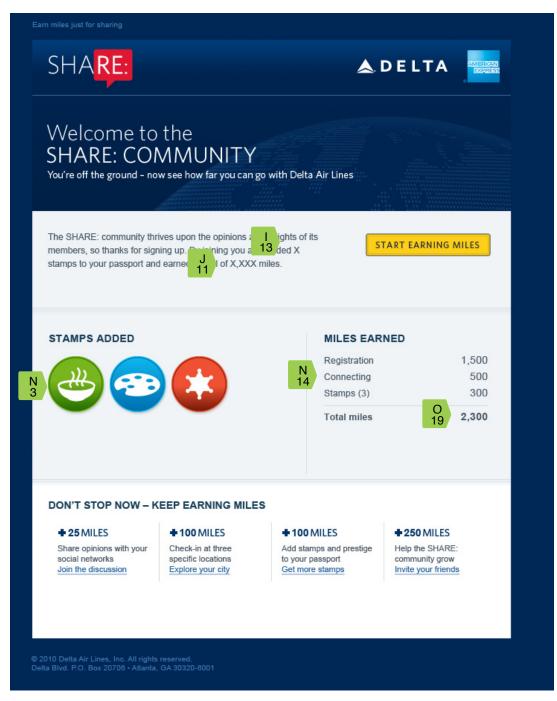


Template

- C Logo section is always present.
- Headline Block is optional.
- Headline, if present, is a variable.
- Subhead, if present, is a variable.
- Message is always present. Message copy is a variable, some content within includes variables.
- Text on button is a variable. Button itself is always present, target is variable.
- Presence of Stamps and Miles
 Earned Section is a variable.
- Content of Stamps section, if present, is a variable.
- M Content of Miles Earned section, if present, is a variable.
- How to Earn Miles section is always present.
- Y Footer is always present.

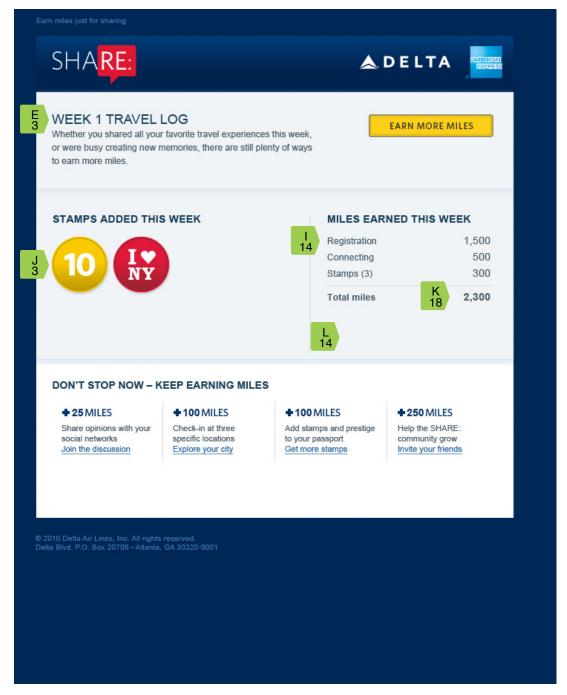




Welcome F-mail

- The number of stamps a user has earned is here.
- J Total Miles the user has earned.
- Stamps earned by user during registration session. These should be rollover/clickable to get name and explanation just like stamps in the application.
- Miles earned during registration session. Categories include:
 Registration
 Connecting (social sites)
 Sharing
 Stamps
- Total Miles the user has earned during their registration session.





Weekly E-mail

- The Week # should reflect the number of weeks the user has been using the application.
- Stamps earned by user during the week. These should be rollover/clickable to get name and explanation just like stamps in the application.
- Miles earned during the week,
 Categories include:
 Registration
 Connecting (social sites)
 Sharing
 Stamps
- Miles This Week (change label) is the total the user has earned during this week.
- Total Miles the user has earned during the entire promotion (not shown in picture, but coming soon)



Earn miles just for sharing ▲ DELTA AMERICAN EXPRESS FORGOT YOUR PASSWORD? RESET 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. USERNAME apaul@boomboxinc.com RESET YOUR PASSWORD http://share.delta.com/passwordreset/ © 2010 Delta Air Lines, Inc. All rights reserved. Delta Blvd. P.O. Box 20706 - Atlanta, GA 30320-6001

Forgot Password

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