

## up2U Discount Benefits

**EARN \$35 PER MEMBERSHIP**

**ENHANCE YOUR REVENUE BY MORE THAN 20%**

**OFFER SIGNIFICANT BENEFITS TO YOUR CLIENTS**

up2U Discount Benefits is a new product offering for the 2011 Tax Season! Tax Professionals can now present their clients with a quality discount benefits plan and have an additional source of revenue. up2U Discount Benefits is designed to offer the taxpayer a low-cost solution for dental, vision, pharmacy, and other valuable services, a program which helps millions of people save money due to the high cost of healthcare.

up2U Discount Benefits is being offered only through the up2U<sup>sm</sup> Card program and will set you apart from your competition. This program is a great tool to improve recruitment and retention of new clients by offering them a huge savings on a wide variety of services. And, your clients will love how they save money using the up2U Discount Benefits program!

Participation in up2U Discount Benefits is easy. During the FeeDirect enrollment process, simply select that you wish to participate in the up2U Discount Benefits program. Then, obtain your up2U Discount Benefits product support and training assistance through online web access or by directly calling REJ&R Marketing and Distribution, Ltd.

### Up2U Discount Benefits Summary

<b>Dental</b>	Through the Aetna Dental Access network, members save 15% to 50% in most instances on services from general dentistry and cleanings to root canals, crowns and orthodontia. Members are provided with discounts on dental services at over 81,000 available dental practice locations nationwide.
<b>Vision</b>	The Coast to Coast provider network is the most comprehensive in the U.S. and includes ophthalmologists, optometrists, independent optical centers and national chain locations such as Pearle Vision, JCPenney Optical, Sears Optical, Target Optical, LensCrafters, EyeMasters and QualSight LASIK. Member savings can be anywhere from 20% to 60% on prescription eyewear and 10% to 30% on contact lenses and eye exams.
<b>Pharmacy</b>	Assures members the lowest price on prescription drugs, saving 10% to 60% on most prescriptions. Over 60,000 national and regional pharmacy chains participate as well as independent pharmacies. Mail order prescriptions are delivered right to your door and the Mail Order Prescription Plan is an "open formulary", so doctors may prescribe the most effective medication - to treat the member's ailment or condition.
<b>Other Benefits</b>	<u>Chiropractic</u> -- savings of 30% to 50% at over 3,000 nationwide participating Doctors of Chiropractic. <u>Hearing programs</u> -- enjoy access to a variety of hearing aid discounts of 15% to 58% in retail locations nationwide and discounts of 40% to 60% through the mail order program.

## **Tax Professional Benefits**

### **Increase Revenue**

- ERO earns \$35 per up2U benefit product
  - Revenue is paid and deposited into the ERO bank account (from client's tax refund, once the customer refund period expires)
- Program is simple and easy to explain
- Minor/No participation costs

### **Customer Loyalty and Savings**

- Quality discount plan --Low cost and high value for the customer
- Membership can be paid for in as little as one use
- Membership is good for taxpayer and their legal dependents
- Only offered only through the up2U card program
- Directs customers back to your office for renewal

### **Marketing Your Business**

- Differentiates you from your competitors
- Offers a powerful promotional tool
- Downloadable marketing and training materials available at: [www.up2ucard.com](http://www.up2ucard.com)

### **Support and Training**

- Support and training assistance will be given to the ERO
  - REJ&R Marketing & Distribution, Ltd. Co.
- Training provided on [www.up2ucard.com](http://www.up2ucard.com) or by phone

### **Program Participation**

- Must be offering the FeeDirect product.
- To enroll for FeeDirect, go to the E-File Center and access Financial Products
- During the enrollment process you will be asked "Do you wish to participate in the up2U Discount Benefits program this year?"

For additional information call REJ&R Marketing and Distribution at 877-525-up2U (8728) or fax at 877-326-up2U (8728).