



GIFT & REWARDS CARD - FREQUENTLY ASKED QUESTIONS

What is a Pike Lake Gift & Rewards Card?

The new Pike Lake Card is a combination **Gift Card** and **Rewards/Loyalty Card**.

The new Pike Lake Gift & Rewards card is a prepaid gift card that can be used to make purchases at any Pike Lake point of sale. The cards can be reloaded as well from any Pike Lake point of sale.

Whenever a Pike Lake Gift & Rewards card is swiped for payment the cardholder earns "Loyalty Dollars", which accrue automatically on the Card.

How is a Pike Lake Gift card used?

Pike Lake Cards are used to make purchases at any Pike Lake point of sale much in the same way as cash. The card is presented for payment, and swiped to complete payment transaction. The purchase amount is automatically deducted from the balance on the card. Loyalty Dollars (5% of purchase amount) is automatically calculated on your gift card purchases from an eligible* Pike Lake location, and recorded on your card. You will receive an updated Gift card balance and Rewards/Loyalty dollars balance after every transaction. * *An eligible Pike Lake location is the Clubhouse and Proshop. Note that Loyalty Dollars cannot be earned on purchases of Golf Memberships, Tournaments or any Seasonal Rentals. As always our members can enjoy their existing 20% discount on Pro Shop merchandise.*

How do I redeem Rewards/Loyalty Dollars?

Present the Pike Lake Gift & Rewards Card for the purchase of any product or service at any Pike Lake point of sale and ensure you advise the Pike Lake staff person that you want to pay with Loyalty Dollars. The minimum loyalty dollar redemption amount is \$10.00. The purchase amount will be automatically deducted from your loyalty card dollars on the card.

How much money can be loaded onto a Pike Lake Gift & Rewards card?

The Pike Lake Gift & Rewards Card can be loaded with any value between the upper limit of \$500.00, and the lower limit of \$20.00.

How does a Cardholder check their card balance?

There are three ways to check the balance of a Pike Lake Card:

1. Online at www.pikelake.com – (select Gift & Rewards/Loyalty Card option), then click on Cardholder Transactions), and then click on "Balance" button.
2. At any Pike Lake point of sale.
3. Printed on receipt, whenever the card is used to make a purchase

Can the Pike Lake Cards be re-used?

Yes. The Pike Lake Cards can be used over and over and re-loaded whenever the cardholder chooses.

What if a Card presented at a Pike Lake point of sale does not have enough funds on it?

The POS system will print an "Insufficient Funds" notification, and you will not be able to complete the transaction. The employee must ask for another form of payment, and then ask the cardholder to reload their card.

What if a card is lost?

If a card has been registered, the Cardholder can arrange to get a replacement card. If the card has not been registered, the card and the funds on the card will be lost.

Even though we can freeze a card any funds that may have been used from the time the card is lost to the time it has been reported lost or stolen will be the cardholder's responsibility.

What happens when a Cardholder reports his card lost, stolen or damaged?

The general process to replace a lost, stolen or damaged card is:

1. Call to speak to a Pike Lake representative
2. Identify the customer as the true cardholder
3. Assign a replacement card
4. Transfer the funds from the lost, stolen or damaged card to the replacement card

How does a cardholder register their card?

Go to www.pikelake.com website, and select Gift & Rewards/Loyalty Card option, click on Cardholder Transactions, enter your card number and click on "Sign In" button to complete the online registration form.

Can a Pike Lake Cardholder get the money back off their card?

Once a card is loaded funds cannot be refunded.

What if a cardholder wants to split his payment between the amount he has loaded on the card and the Loyalty Dollars he has earned on the Card?

The cardholder cannot split payment. He must use either his Gift Card credits, or his earned Loyalty Dollars – they cannot be mixed for a single transaction. Split payment is permitted with either the Loyalty Dollars or the Gift Card with another payment method, such as Cash, Debit or Credit Card.

What is done when a card is swiped and the POS system reports that the card is not 'readable'? (when the card is swiped the card is not recognized).

In this situation the magnetic stripe on the back of the card may be damaged. The card can be replaced following the general process to replace a lost, stolen or damaged card.

How does the Rewards/Loyalty program work?

Pike Lake Cardholders use their cards for payment – just like cash.

- Each time the card is swiped at an eligible* Pike Lake location, it earns "Loyalty Dollars"
- The Loyalty Dollars can later be redeemed if they cover a minimum of \$10.00 towards the amount of a future purchase from Clubhouse, Pro Shop, Motel or Lodge office. (the remaining cost of purchase can be paid with any other payment method, except Gift Card)

** An eligible Pike Lake location is Clubhouse and Proshop. Note that Loyalty Dollars cannot be used towards Golf Memberships, Tournaments or any Seasonal Rentals. As always our members can enjoy their existing 20% discount on Pro Shop merchandise.*

Can you explain the idea of "Wallets" on the card?

Yes, a card actually has two wallets: one for stored value of Gift Card, and one for Loyalty Dollars.

Think of the card as having one wallet where the cardholder stores funds that he or she has loaded onto the card – just like a normal gift card.

In addition, the card has a "Loyalty Wallet" that stores dollars earned.

How does the cardholder keep track if these two wallets?

Their receipt will show two balances: 1) their gift card balance, and 2) their Loyalty Earned balance.

What happens with the old Purple Pike Lake Gift Cards?

We have rolled any existing Gift Cards into our new Gift & Rewards program, and the purple card will work exactly the same way as the brand new cards. The previous gift card balance remains the same, and the card now includes the ability to earn loyalty dollars.