



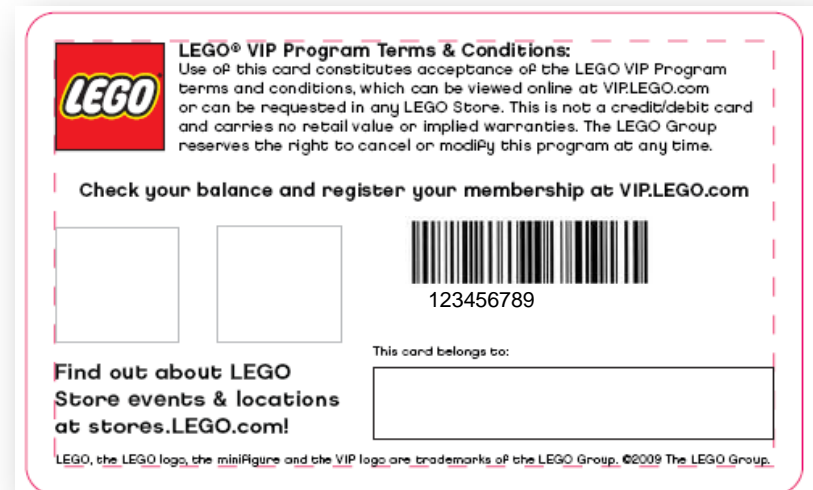
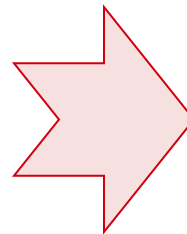
Become a LEGO VIP Member and earn
valuable rewards today!



What is the LEGO VIP Program?

The LEGO VIP Program is our way of saying thank you for shopping at the LEGO store!

Earn VIP Points every time you shop in the LEGO store or participate in a LEGO event! The more points you collect, the more you'll receive – points can be redeemed for discounts, gift cards, products and more!



No more stamping!





How does it work?

*You can earn 1 VIP Point for every \$1 spent.
Earn 100 points and receive a \$5 reward!*

*So what makes the LEGO VIP Program different
from other Retail loyalty schemes?*



You can....

- Create family memberships to build your points balance even faster
- Earn points when you sign up for cool memberships, like the LEGO Club
- Earn points when you participate in special LEGO events, like Master Builder Events
- Enjoy special opportunities to get more from your rewards, such as redeeming them for products worth more than the \$5 reward
- Email invitations to special VIP-member only events at the LEGO Stores

Here are some exclusive ways to earn VIP points at the LEGO Store:



Purchase the LEGO Exclusive Grand Carousel at the LEGO Store and earn 250* points!



Have a LEGO Birthday Party for up to 10 children at LEGO Store and earn 125* points!



Register to attend a LEGO Club Meeting at the LEGO Store and earn 25* points!



Purchase a large Pick a Brick cup, exclusively at the LEGO Store. Pick a Brick wall, and earn 15* points!

Earn 100 points and get a \$5 Reward, good off your next purchase!
Earn 200 points and get a \$10 Reward, good off your next purchase!
Save up your points and redeem them for even bigger rewards!

*These values shown reflect rounding up of purchase value. For example, the actual point earning on the purchase of a \$100.99 item will be 101 points. Points earned on the purchase of an item whose birthday party reflect earnings after the included Gift Card is redeemed.





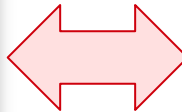
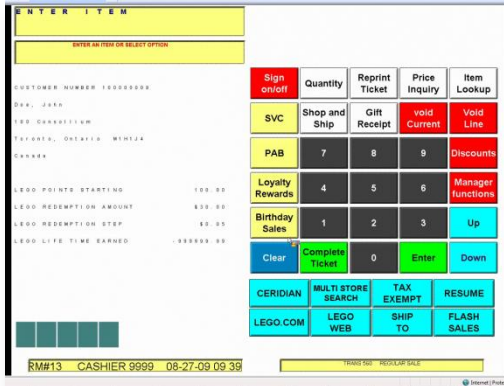
How do I sign up?


Step 1: Sign-up



Simply pop into you local LEGO Store and speak to one of our Store Associates


Just provide your **name and email address** to create your VIP Account. You are then assigned your own VIP Membership number and card.





LEGO® VIP Program Terms & Conditions:
Use of this card constitutes acceptance of the LEGO VIP Program terms and conditions, which can be viewed online at VIP.LEGO.com or can be requested in any LEGO Store. This is not a credit/debit card and carries no retail value or implied warranties. The LEGO Group reserves the right to cancel or modify this program at any time.

Check your balance and register your membership at VIP.LEGO.com


123456789

This card belongs to:

Find out about LEGO Store events & locations at [stores.LEGO.com!](http://stores.LEGO.com)

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You will then receive an email asking you to **complete your registration online.**





How do I register?

Step 2: Registration

Simply follow the link in your email to VIP.LEGO.com



Sign in using your **LEGO ID**; if you do not have one don't worry, it is quick and easy to sign up.

Fill in a few more details and your account is activated. You are now ready to start redeeming your points!

LEGO VIP Register
Activate your membership

Get 25 Bonus Points when you complete your registration!

Dear [insert name],

Thank you for signing up to the LEGO® VIP™ Program! You are just one step away from activating your membership and enjoying all of the benefits the LEGO VIP Program has to offer. Simply follow the link below to register your membership. If you don't already have one, you will be asked to create your online LEGO ID, the key to activating your VIP Membership and earning your extra 25 bonus points!

Register Now ▶ | LEGO VIP Program ▶ | LEGO Shop Emails ▶

Register and get your 25 Bonus Points!

Learn more about LEGO VIP Program benefits!

Subscribe to LEGO Shop emails. For the latest and greatest LEGO updates!

* Indicates a required field

VIP Card Number*:

This is the 9 digit barcode number on the reverse of your VIP card

First Name*:

Last Name*:

Address Line 1*:

Address Line 2*:

City*:

Country/Region/Prov*:

Country*:

Postal Code*:

Phone:

Email Address*:

Re-enter to Confirm*:

I agree to the LEGO VIP program [Terms and Conditions](#)

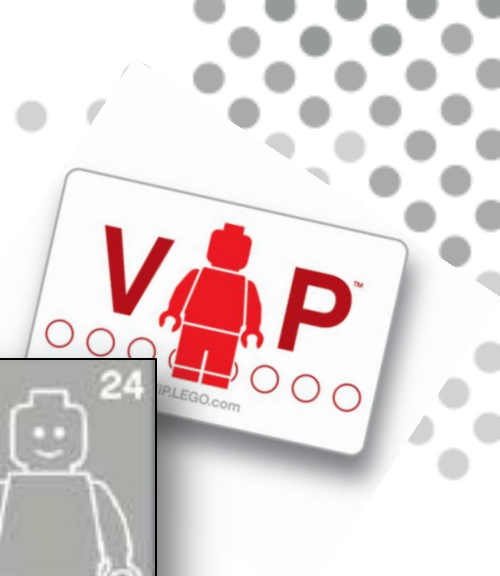
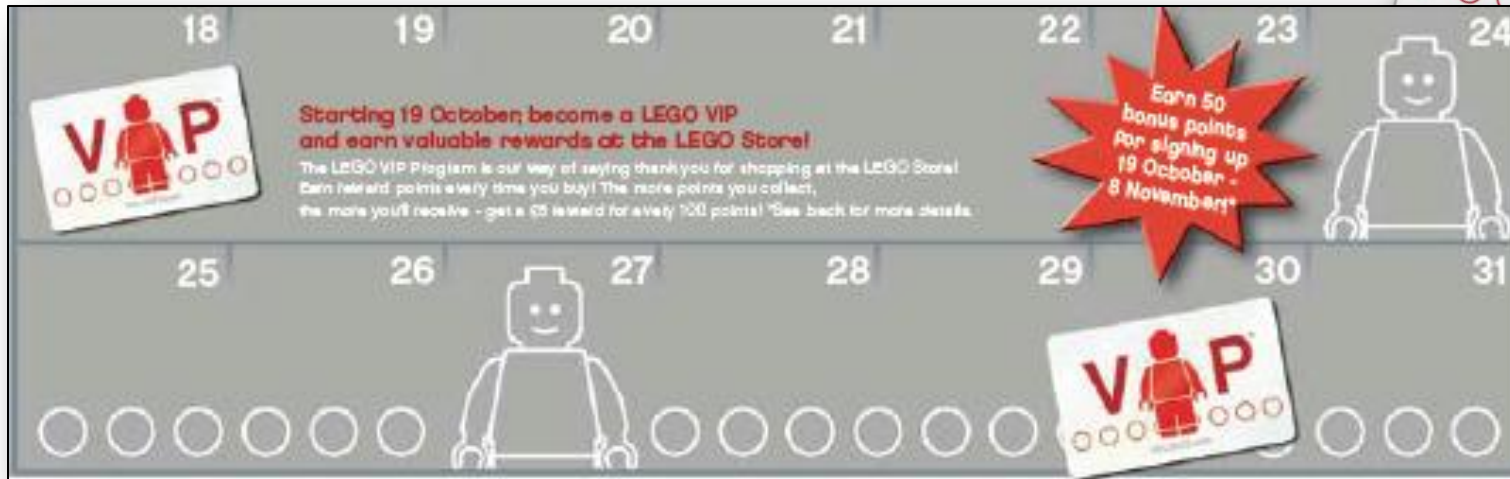
REGISTER ▶

Please note that you must have a valid LEGO VIP Card to register. If you do not have a VIP Card, see the Store Locator page to find your local LEGO Store and pick one up.



When does it launch?

At a LEGO Store near you on October 18!



Plus sign up between Oct 18 – Nov 8 to get **50 bonus points!**

25 when you sign up in store



And 25 when you complete your registration online.





How can I earn points?

Here are some exclusive ways to earn VIP points at the LEGO Store:



Purchase the LEGO Exclusive Grand Carousel at the LEGO Store and earn 250* points!



Have a LEGO Birthday Party for up to 10 children at LEGO Store and earn 125* points!



Register to attend a LEGO Club Meeting at the LEGO Store and earn 25* points!



Purchase a large Pick a Brick cup, exclusively at the LEGO Store. Pick a Brick wall, and earn 15* points!





What happens to the points on my old card?

Don't worry all the stamps on your old paper card will be converted into points and added on to your new VIP Card.



Below is a simple conversion table so you can work out how many VIP Points you have already!



No of stamps	No of new VIP points!
1	25
2	50
3	75
4	100
5	125
6	150
7	175
8	200
9	Gift Card Reward
10	50
11	100
12	150
13	200
14	250
15	300
16	350
17	400





Frequently Asked Questions

How can I join the LEGO VIP Program?

To join the LEGO VIP Program, visit your nearest LEGO Store and see a LEGO Store Associate to pick up a card. To complete your registration, you must go online to VIP.LEGO.com and submit your member profile. You can find a complete list of LEGO Stores at stores.LEGO.com

How do I collect points with my LEGO VIP Card?

When you are ready to make a purchase at the LEGO Store, hand your VIP Card to the cashier. Your points will be instantly added to your card as a part of your purchase transaction, and you can view the points you've earned at the bottom of your receipt.

What about my current paper loyalty card?

If you own a loyalty card with valid stamps on it, just bring it in store and exchange it for a new LEGO VIP Card. We will transfer all of your spend amount across so you won't lose out, plus we'll still give you the 25 bonus points for signing up.

How do I check my points balance?

There's a points statement at the bottom of your receipt, which will tell you how many points you have earned on that transaction, and what your current total balance is. You can check your balance by visiting VIP.LEGO.com and selecting the 'My VIP' tab.

How do I add family members to my LEGO VIP Membership?

If a family member is over 13 years old and resides at the same postal address, you can add them to your LEGO VIP Account. To do this, your family member must first join up in store and collect their own unique LEGO VIP Card. They can then ask a Store associate to create a 'shared membership'. If you already have both cards, you can also create the shared membership by contacting our Consumer Services department. It is important to note that all members within a Shared Membership can earn and redeem points from the same points account. LEGO is not responsible for any points redeemed without shared member approval.

What happens if I need to return items to the LEGO Store?

If you return the item with your receipt you can exchange it for another product or refund. We will require your VIP Card to adjust the balance accordingly. For more information on the LEGO Store return policy, please consult your purchase receipt or a Store Associate.

What if I change my address?

If you move, please let us know! You can email our Customer Services department, and include your old address, new address and VIP Card number.

What if I have lost my LEGO VIP Card?

If your card is lost or stolen, please contact a LEGO Store Associate for a replacement card. The lost card will be deactivated and your points balance will be transferred across to the new card. LEGO is not responsible for any points redeemed on a lost or stolen card.

Do my points ever expire?

Yes, if your card is left inactive for a consecutive period of 24 months, we will reset your points balance. Before this happens, LEGO will notify you via email.





Terms & Conditions

Membership Requirements

An online LEGO ID is required to register for this program. LEGO ID is free and can be obtained by signing up at www.LEGO.com. A valid email address is required to register for LEGO ID. After obtaining your LEGO ID, you must complete your online registration for the LEGO VIP Program. To be a member of the LEGO VIP Program, you must be age 13 years or older and a legal resident of the United States. Members of the same household may link their VIP Accounts to create a Family Membership, in which all points earned will enter a points pool, from which any linked Family Member can redeem. Family members are defined as persons aged 13 years or older, living at the same physical mailing address. By submitting an application for the LEGO VIP Program, you must agree (or, if you are a minor, your parent or legal guardian agrees) to be bound by these terms and conditions. No purchase is necessary to become a member. The program is void where prohibited by law.

Earning Rewards

To earn VIP Points on LEGO Store purchases, you must provide your VIP Card at the time of purchase. One point will be earned for each Dollar spent on eligible purchases. Eligible purchases are defined as any service or merchandise available for purchase in the LEGO Store, excluding gift cards. Points will be earned on purchases made with gift cards at the time the gift card is redeemed. Points earned may take up to 24 hours to post to your account. Any applicable taxes or shipping charges are excluded from points earnings. Points cannot be redeemed on the same purchase upon which they are earned. Points will not be awarded on prior purchases made before membership in the VIP Program. Points will be earned according to the Terms and Conditions that apply for earning points in the country in which your purchase is made. At select times, additional points or point bonuses may be available on select products. Please visit your LEGO Store to get more details. Points cannot be purchased, transferred or redeemed for cash.

Redeeming Rewards

100 points represent a reward of \$5. Members may choose to accumulate points and will consequently earn a \$5 discount for every 100 points. Once your VIP Points balance reaches 100 points, you may redeem your points for a \$5 discount at the LEGO Store. Points may not be redeemed during the same transaction in which they are earned. Points may only be redeemed in the country in which you legally reside as indicated by the address on your VIP Account. At select times, points may be redeemed for special merchandise offers. Please visit your LEGO Store to get more details. Points cannot be redeemed for cash and change will not be given on purchases totalling less than the rewards value.

LEGO VIP Store Events

LEGO VIP Members may receive invitations to member-only events. Because space is limited at these events, prior registration is required. Please follow the instructions you receive in your invitation email to register for the event. You will be asked to show your LEGO VIP Card at the event. If you do not have a card, please print out a copy of the email and take that along with you. We regret that space is limited to these events and that we may be unable to register you for the event once it reaches capacity.

Product Returns

On products returned for refund, any earned VIP Points will be deducted from the member's account balance. If no points are currently available, the value of any redeemed points on that purchase will be deducted from the refund amount.

Lost Cards

If your card is lost or stolen, please contact a LEGO Store Associate for a replacement card. The lost card will be deactivated and your points balance will be transferred across to the new card.





Terms & Conditions

Expiry and cancellation

The LEGO Group reserves the right to expire all points on a VIP Card if the membership if additional points have not been earned or redeemed for 24 months. Members will receive an email of notification prior to the expiry. If you would like to cancel your membership, the primary card holder must do so in person at the LEGO Store and provide positive identification. Failure to meet or observe any of the above terms and conditions, or intentional misuse of this program, may result in membership termination at the discretion of the LEGO Group. In the event of membership termination on the basis of misuse, no compensation will be offered for points earned. The LEGO Group reserves the right to cancel or modify this program without prior notice.

Privacy Policy

Registration in the LEGO VIP Program constitutes agreement to receive email from the LEGO Group in regards to the LEGO VIP program only. Additional email subscriptions can be managed via the online LEGO Email subscription center at shop.LEGO.com/subscription. Your information will not be sold, rented or otherwise disclosed to any company outside the LEGO Group, except for disclosure to companies acting as agents to the LEGO Group (who are under the same obligations of confidentiality) in order to help us provide the services requested by you.





Coming Soon!



Watch this space in 2010 for more to come from the
LEGO VIP Program.....





As our most valued audience we always love to hear your comments!

Feed back through your community leaders.

Tell us what you think, what else you'd like to see from the VIP Program and anything else you'd like to share with us!

