

## Tobacco discounting services available!



### Great News

The Exxon Mobil Rewards™ program and PDI C-Store Essentials have teamed up with Altria to give you access to a variety of rebates on tobacco products like Copenhagen and Marlboro. These rebates will allow you to offer more competitive pricing to tobacco shoppers.

**Exxon Mobil Rewards+ tobacco shoppers purchase more indoor and outdoor compared to the average loyalty member.**



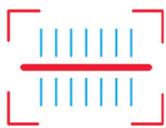
**+26**  
gallons / month  
(+2 fills)



**+\$100**  
non-tobacco c-store  
spend / month

### Tobacco Manufacturer Programs

Altria designed their tobacco discounting programs with the following tiers.



#### Scan Data

Share scan data of your tobacco sales to receive a buy-price rebate on cartons and cans.



#### Multi-Pack

Offer your customers an everyday discount for buying multiple tobacco products in your store.



#### Loyalty Fund

Offer an additional discount to Exxon Mobil Rewards+ customers. These offers stack with other promos.



#### CSE Back Office

Provides the tools to stay in the know and better control daily operations, while increasing value and profitability.

### Participate in all programs to advertise the largest discount!

Altria designed their tobacco discounting programs with the above tiers. Exact scan data amounts and discounts available for your consumers should be validated with your Altria reps to account for state-by-state restrictions.

## Available PDI Service Package

PDI is here to help you run your tobacco discounts by offering three service packages, both of which are available to use with Altria. Sign your sites up as a group or individually.

- **Option 1 – Scan Data & Multi-Pack Package**  
Free for limited time with code EMSCAN
- **Option 2 – Scan data, Multi-Pack discounts & Loyalty Fund Discounts Package**  
\$49 per site per month
- **Option 3 – Scan data, Multi-Pack discounts, Loyalty Fund Discounts & CSE Back Office Package**  
\$69 per site per month

## PDI Service Package Eligibility Requirements

- **At this time we cannot support sites in California, Indiana\*\*, Maine\*, New Jersey, New York\*\* or sites using Wayne POS.**
- **Software:** PDI C-Store Essentials or PDI MarketLink 3.8 or higher are required. Free C-Store Essentials download is available. To download the software, you are required to have a computer connected to your main POS register.
- **Internet Speed:** Minimum 10mpbs required to download PDI CStore Essentials Software.
- **Windows Version:** Windows 7 or higher with a 64 bit operating system.

## Get In Touch With Us

For more information or to schedule a call with a consultant, call 888-724-9544 or email [help@emoffertool.com](mailto:help@emoffertool.com).

## Success Story

### From 0–900

Two dealer sites in the southeast who are traditionally not active in Exxon Mobil Rewards+ issued over 900 tobacco discounts in its third month running the program!

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\*Sites can participate in Scan Data Only

\*\*Sites can only participate in smokeless tobacco offers

