

# Use Your New Gold Card

to purchase our own  
**Shurfine Products**

If for any reason you are not satisfied with your Shurfine or Western Family products, simply return the product, the original package, along with your receipt and we will happily refund **DOUBLE** your purchase price.



**Brands You Trust**  
from the People You Know

# It's More Than Just A Discount Card...

Where  
**Loyalty  
Pays!**



As a  
Gold Card  
Shopper,  
you'll be  
entitled to

## Special Services & Rewards

as well as great weekly  
savings.

So, to receive full credit for all of your purchases, you'll want to be sure to use your Gold Card every time you shop, even if you're not purchasing Gold Card specials at the time.

**You'll Be Glad You Did!**

Become A  
**Gold Card  
Shopper**  
Instantly!



**It's Free!  
It's Easy!**

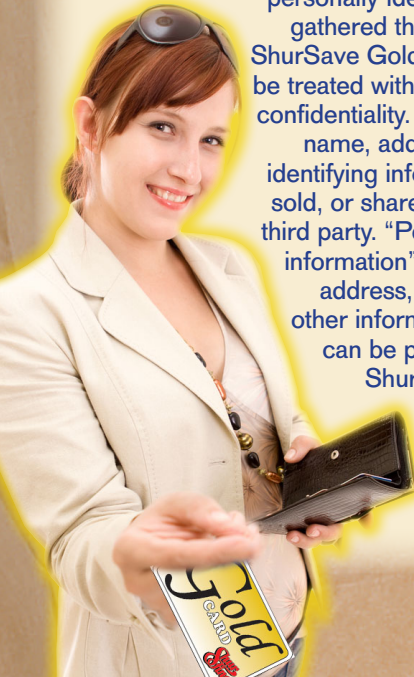
It's More Than Just A Discount Card  
Sign Up Today!

# It's Free! It's Easy!



At Shurfine/ShurSave Markets, we seriously regard the privacy of our customers and pledge to serve your shopping needs. An important part of this pledge is our desire to gain and maintain your trust and confidence. You can rest assured that all personally-identifying information gathered through the Shurfine/ShurSave Gold Card program will be treated with the highest level of confidentiality. At no time will your name, address, or personally-identifying information be leased, sold, or shared in any way with a third party. "Personally-identifying information" means your name, address, phone number and other information by which you can be personally identified.

Shurfine/ShurSave may disclose personally identifying information as required by law.



## Free Membership

Simply fill out the attached Gold Card application and return it to the courtesy desk to receive your card. It's that easy!

## Instant Savings

Using your Gold Card entitles you to many Gold Card discounts every week\*. These items are easily identified by the Gold Card signs throughout the store.



## Easy To Use

To receive your Gold Card discounts, simply show your card to the cashier at the checkout. Your savings are automatically deducted from your total and will appear on your receipt. Forget your card? No problem—just use your phone number at checkout to receive your savings.



## Loyalty Pays

As a Gold Card shopper you'll be recognized and rewarded for your loyalty. So, to become eligible for in-store giveaways and receive the special rewards you deserve, you'll want to be sure to use your Gold Card every time you shop even if you're not purchasing Gold Card specials at the time. You'll be glad you did!

\*Limits may be applied to number of items purchased at Gold Card discounts.

## GOLD CARD APPLICATION



**Apply and Start Saving Today!**



Please Print Clearly

Check One:

New Member     Replacement Card     Update

Applicant's Last Name \_\_\_\_\_

First Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ \*Phone \_\_\_\_\_

Email \_\_\_\_\_

New ID # \_\_\_\_\_

Linking ID # \_\_\_\_\_

As a Shurfine/ShurSave Gold Card member, you are entitled to receive special offers and information from your Shurfine/ShurSave Market. If you DO NOT wish to receive these exclusive offers, please initial the box to the right.

\*If you forget your Gold Card, just give us this phone number at the register to get all the Gold Card benefits.