RETAIL Advertising NO FEES (Effective 9/1/14)

THIS VERSION IS FOR ADVERTISING IN PROGRAMS THAT:
DO NOT HAVE ANY PROMO OR ACTIVATION FEES AND DO NOT INCLUDE DEBT CAN FEES IN PROMO PURCHASE AMOUNT

Design Instructions: Refer to Advertising Guidelines for specific examples of creative considerations and options that vary by channel. Information in brackets will vary depending on the specific promotion and must be revised accordingly before deleting the existing language and brackets.

Main Headlines:
Main Headline must have a disclosure identifier at the end that ties to the corresponding supporting disclosure. Examples of commonly used disclosure identifiers include an asterisk, a dagger or a number. The description of the promotional period in the headline must consistently be used in the advertisement, including the supporting disclosure. For example, if the headline states "No Interest for 48 Months", the supporting disclosure must also use the 48 Month promotional period and not alternatively "4 Years".

Sub Headline: Sub-headline must immediately follow and be connected to the Main Headline.
Copy can be no less than 40% font size of the main headline and no less than 10pt font.

Supporting Disclosure:
Minimum size for supporting disclosure copy is 8pt font, but must be increased as appropriate for the size and location of the advertisement. In all cases, the disclosure must be easily legible given the overall size and format of the advertisement. The supporting disclosure must be preceded by the same disclosure identifier used at the end of the headline. The supporting disclosure may not contradict or take away from the general impression of the main headline or the subheadline.

1 Page document: Supporting disclosure needs to be on the same page as the headline/sub-headline content. If disclosure is on the reverse side of the page, a redirect is required on the side of the document with the headline.
Multi-page document: Supporting disclosure can be listed on the same page or on a separate page of the document. If disclosure is not on the same page, a redirect is required on the page with the headline.
Website: Supporting disclosure on a webpage must be on the same page or no more than one click away.

Disclosure Identifiers:
If there is more than one headline in a document, then a different disclosure identifier must be used for each one so that a reader will be able to clearly tie each headline to its corresponding disclosure.
Redirects:
A redirect is a short statement on the same side of the page as the headline that tells the reader where to find the supporting disclosure. It is preceded by the same disclosure identifier used at the end of the headline and at the beginning of the supporting disclosure. For example:
A redirect in a 1 page document would read as follows: *See reverse for more details.
A redirect in a multi-page document would read as follows: *See page xx for more details.

There are 3 types of advertising headlines typically used to promote Synchrony Bank financing offers: (1) Promotional Headlines (include a trigger term such as "No Interest" or a specific APR); (2) Combo Headlines (no trigger terms are used in the headline, but the promotional period is included); or (3) Generic Headlines (neither a trigger term nor the promotional period are included).

TYPE OF PROMOTION	PROMOTIONAL HEADLINE, SUB HEADLINE & DISCLOSURE LANGUAGE	COMBO HEADLINE LANGUAGE	GENERIC HEADLINE LANGUAGE
#1 **Equal Payment/No Interest Until paid in full or with no expiration** ***Description:*** *No interest is assessed on a promotional purchase and equal monthly payments are required until paid in full. Equal payments are a fixed percentage of the initial promotional purchase amount.* ***Design Specification:*** *For this type of promotion, which does not expire, reasonable variation is allowed in font/color/size with key terms of the offer presented in a manner that is understandable to the consumer. See Advertising Guidelines document for examples.*	**Main Headline Options (Select One)** **[XX Months] Interest Free Financing*** **Interest Free Financing for [XX Months]*** **No Interest [for XX Months][until paid in full]*** **[Zero][0] [0%] Interest [for XX Months][until paid in full]*** **0% APR [for XX Months][until paid in full]*** **Interest free financing until [Month, Year]*** **No Interest until [Month, Year]*** **[Zero][0] [0%] Interest until [Month, Year]*** **0% APR until [Month, Year]*** **Sub Headline:** On Purchases [of $XXX or more] [of {insert product limitations}] with your [program name] credit card made between [Date] and [Date]. [XX Equal Monthly Payments required] or [Equal Monthly Payments required for XX months] When the promotion is good through a stated month/year (i.e. "until May 2014") use the following as the last sentence of the sub headline: [Equal Monthly Payments required until [Month, Year]]. **Supporting Disclosure:** *[Offer applies only to single-receipt qualifying purchases.] [Insert any product or purchase limitations or restrictions that are not in the headline.] No interest will be charged on promo purchase and equal monthly payments are required equal to initial promo purchase amount divided equally by the number of months in promo period until promo is paid in full. The equal monthly payment will be rounded to the next highest whole dollar and may be higher than the minimum payment that would be required if the purchase was a non-promotional purchase. Regular account terms apply to non-promotional purchases. For new accounts: Purchase APR is XX.XX%; Minimum Interest Charge is $2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.	**Main Headline** **XX Months [~~Special~~Promotional] Financing Available*** **Sub Headline:** On purchases of $XX or more [of {insert product limitations}] with your [program name] credit card made from [Date] to [Date]. **Supporting Disclosure:** *Subject to credit approval. Minimum monthly payments required. See store for details.	**Main Headline** **[~~Special~~Promotional] Financing Available[*]** **Sub Headline:** Not needed. **Supporting Disclosure:** [*Subject to credit approval. Minimum monthly payments required. See store for details.] ***Generic Disclosure and disclosure symbol are only required when the Program credit card name or image is referenced or shown.***

TYPE OF PROMOTION	PROMOTIONAL HEADLINE, SUB HEADLINE & DISCLOSURE LANGUAGE	COMBO HEADLINE LANGUAGE	GENERIC HEADLINE LANGUAGE
#2 **Fixed Payment/ Reduced APR until paid in full or with no expiration.** ***Description:*** *Interest is assessed on a promotional purchase at a reduced APR and fixed monthly payments are required until paid in full. Fixed payments are a fixed percentage of the initial promotional purchase amount.* ***Design Specification:*** *For this type of promotion, which does not expire, reasonable variation is allowed in font/color/size with key terms of the offer presented in a manner that is understandable to the consumer. See Advertising Guidelines document for examples.*	**Main Headline Option** **XX.XX% APR [for XX Months][until paid in full]*** **Sub Headline:** On Purchases [of $XXX or more] [of {insert product limitations}] with your [program name] credit card made between [Date] and [Date]. [XX Fixed Monthly Payments Required] or [Fixed Monthly Payments Required for XX months]. **Supporting Disclosure:** [* Offer applies only to single-receipt qualifying purchases.] [Insert any product or purchase limitations or restrictions that are not in the headline.] Interest will be charged on promo purchases from the purchase date at a reduced XX.XX% APR, and fixed monthly payments are required equal to X.XXX% of initial promo purchase amount until promo is paid in full. The fixed monthly payment will be rounded to the next highest whole dollar and may be higher than the minimum payment that would be required if the purchase was a non-promotional purchase. Regular account terms apply to non-promotional purchases. For new accounts: Purchase APR is XX.XX%; Minimum Interest Charge is $2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.	**Main Headline** **XX Months [~~Special~~Promotional] Financing Available*** **Sub Headline:** On purchases of [$XX or more] [of {insert product limitations}] with your [program name] credit card made from [Date] to [Date]. **Supporting Disclosure:** *Subject to credit approval. Minimum monthly payments required. See store for details.	**Main Headline** **[~~Special~~Promotional] Financing Available[*]** **Sub Headline:** Not needed. **Supporting Disclosure:** [*Subject to credit approval. Minimum monthly payments required. See store for details.] ***Generic Disclosure and disclosure symbol are only required when the Program credit card name or image is referenced or shown.***

MONTHLY PAYMENT LANGUAGE (FOR EQUAL PAYMENT NO INTEREST OR FIXED PAYMENT REDUCED APR PROMOTIONS)

(Use not suggested with Deferred Promotions)

Option 1
Main Headline (usually displayed next to related product):

$XX.XX per month
For **X** months
$XXX.XX total*

Promotional Headline/Combo Headline/Subheadline: See NOTE below

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Option 2
Main Headline (usually displayed next to related product):

$XX.XX per month*

Additional Information for Option 2 provided on the same page as Main Headline. Items in bold must be the same size as the monthly payment amount in the headline.

***X** months to pay off balance. **$XXX.XX** total payments. [Click here for full details.] [See page x for full details.]

Promotional Headline/Combo Headline/Subheadline: See NOTE below

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Supporting Disclosure to be used with either option shown above (on same page if single page, alternative page if multi, or one click away if online):

For Equal Payment/No Interest Promotion: *Monthly payment shown is equal to the purchase price (excluding [taxes and delivery]) divided by the number of months in the promo period, rounded to the next highest whole dollar, and only applies to the selected financing option shown. If you make your payments by the due date each month, the monthly payment shown should allow you to pay off this purchase within the promo period if this balance is the only balance on your account during the promo period. If you have other balances on your account, this monthly payment will be added to the minimum payment applicable to those balances.

For Fixed Payment/Reduced APR Promotion: *Monthly payment shown is equal to the promo purchase price (excluding [taxes and delivery]) multiplied by X.XXX%, rounded to the next highest whole dollar, and only applies to the selected financing option shown. If you make your payments by the due date each month, the monthly payment shown should allow you to pay off this purchase within the promo period if this balance is the only balance on your account during the promo period. If you have other balances on your account, this monthly payment will be added to the minimum payment applicable to those balances.

PROMOTIONAL HEADLINE/COMBO HEADLINE/SUBHEADLINE NOTE: Since the monthly payment assumes that: (1) a [program name] credit card is used, and (2) a specific Equal Payment No Interest or Fixed Payment Reduced APR promotion applies, those two material facts must be clearly and conspicuously (connected to the monthly payment) stated within the advertisement so that a reasonable consumer would understand that they apply. Shown below are some suggestions.

- Include a sub headline with the monthly payment that says: "On your [program name] credit card with the [xx month] ~~special~~promotional financing** offer."
- Include a sub headline with the monthly payment that says (for example, if an equal payment no interest offer applies): "On your [program name] credit card with the No Interest for XX months** offer."
- If multiple monthly payments are included in one ad and associated with the same promotional offer, include a sentence in the promotional offer subheadline that says: "*Monthly payments shown are applicable with xx month ~~special~~promotional financing** on your [program name] credit card."

In each of the suggestions above, the ** must tie to the promotional headline, sub headline and supporting disclosure as applicable.

TYPE OF PROMOTION	PROMOTIONAL HEADLINE, SUB HEADLINE & DISCLOSURE LANGUAGE	COMBO HEADLINE LANGUAGE	GENERIC HEADLINE LANGUAGE
#3 **Deferred Interest** **Description:** *Interest accrues on promotional purchase during promotional period and will be assessed if promotional purchase is not paid in full within promotional period. Minimum monthly payments are required.* ***Design Compliance:*** *For this type of promotion, font size must be the same for all language in the headline. Font size for all language in the sub headline must also be the same, and no smaller than 40% of the headline. See Advertising Guidelines document for examples.*	**Main Headline** **No Interest if paid in full [within XX Months][by Month, Year]*** **Deferred Interest if paid in full [within x months][by Month,Year]** **Sub Headline:** On Purchases [of $XXX or more] [of {insert product limitations}] with your [program name] credit card made between [Date] and [Date]. Interest will be charged to your account from the purchase date if the promotional purchase is not paid in full [within XX Months][by Month, Year]. Minimum Monthly Payments required. **Supporting Disclosure:** [* Offer applies only to single-receipt qualifying purchases.] [Insert any product or purchase limitations or restrictions that are not in the headline.] No interest will be charged on the promo purchase if you pay the promo purchase amount in full [within XX Months][by Month, Year.] If you do not, interest will be charged on the promo purchase from the purchase date. Depending on purchase amount, promotion length and payment allocation, the required minimum monthly payments may or may not pay off purchase by end of promotional period. Regular account terms apply to non-promotional purchases and, after promotion ends, to promotional balance. For new accounts: Purchase APR is XX.XX%; Minimum Interest Charge is $2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.	**Main Headline** **XX Months** **~~Special~~Promotional** **Financing Available*** **Sub Headline:** On purchases [of $XX or more] [of {insert product limitations}] with your [program name] credit card made from [Date] to [Date]. **Supporting Disclosure:** *Subject to credit approval. Minimum monthly payments required. See store for details.	**Main Headline** **~~Special~~Promotional** **Financing Available[*]** **Sub Headline:** Not needed. **Supporting Disclosure:** [*Subject to credit approval. Minimum monthly payments required. See store for details.] ***Generic Disclosure and disclosure symbol are only required when the Program credit card name or image is referenced or shown.***

OTHER DISCLOSURES	INSTRUCTIONS	DISCLOSURE LANGUAGE
No Down Payment; Nothing Down; Free Delivery, etc.	This disclosure should be included if the fact that the consumer is not obligated to make a down payment, pay for delivery, etc. **is** tied to use of the credit card. As applicable, it may be included in the promotional financing disclosure or be added as a separate stand alone disclosure. If the benefit is **not** tied to use of the card, then the advertisement needs to make that clear by separating the headline from any other credit card promotion in the ad.	*[Client Name] [insert related benefit] if the purchase is made with your [Credit Card Name] card. Modify disclosure for appropriate benefit. Additional restrictions or limitations may need to be disclosed if applicable.
No Annual Fee	Since this phrase is a trigger term, this disclosure must be tied to the phrase with a disclosure identifier and added as a separate stand alone disclosure when "no annual fee" is listed as a benefit of the financing credit card program, or included in and referenced as part of the promotional financing disclosure.	*For new accounts: Purchase APR is [XX.XX%]; Minimum Interest Charge is $2.
Rebates, Discounts, Coupons	If a coupon, rebate or discount associated with the credit card will impact the qualifying purchase amount of a promotional financing offer, additional language needs to be added to the sub headline and supporting disclosure. *NOTE: If there is no minimum purchase qualification for the financing promotion, or if such qualifying minimum purchase amount is not reduced when a rebate, discount or coupon is used, then the additional language for sub headline and disclosure is not required.*	Sub headline additional language: "[Discounts; Rebates; Coupons] applied at time of purchase will reduce your total purchase amount." Supporting Disclosure additional language: "Any discount, coupon, manufacturer rebate, or other promotional offer applied at time of purchase, will reduce your total purchase amount and may result in you not satisfying the minimum qualifying purchase amount required."
Credit Card Image/Text	An option for your sub headline is to show the image of the credit card nearby the sub headline rather than including the name of the card in the sub headline, provided the size and location of the image clearly indicates to a consumer that the specific credit card must be used to get the promotion.	
Card Name	References to GE Capital Retail Bank should be changed to Synchrony Bank. Contact your Synchrony Financial representative for details.	
Everyday Offers	When promoting an everyday offer it is not required to include the language "made between [Date] and [Date]" in the sub-headline, however it is required to then add the line to the right to the end of the disclosure.	We reserve the right to discontinue or alter the terms of this offer any time.