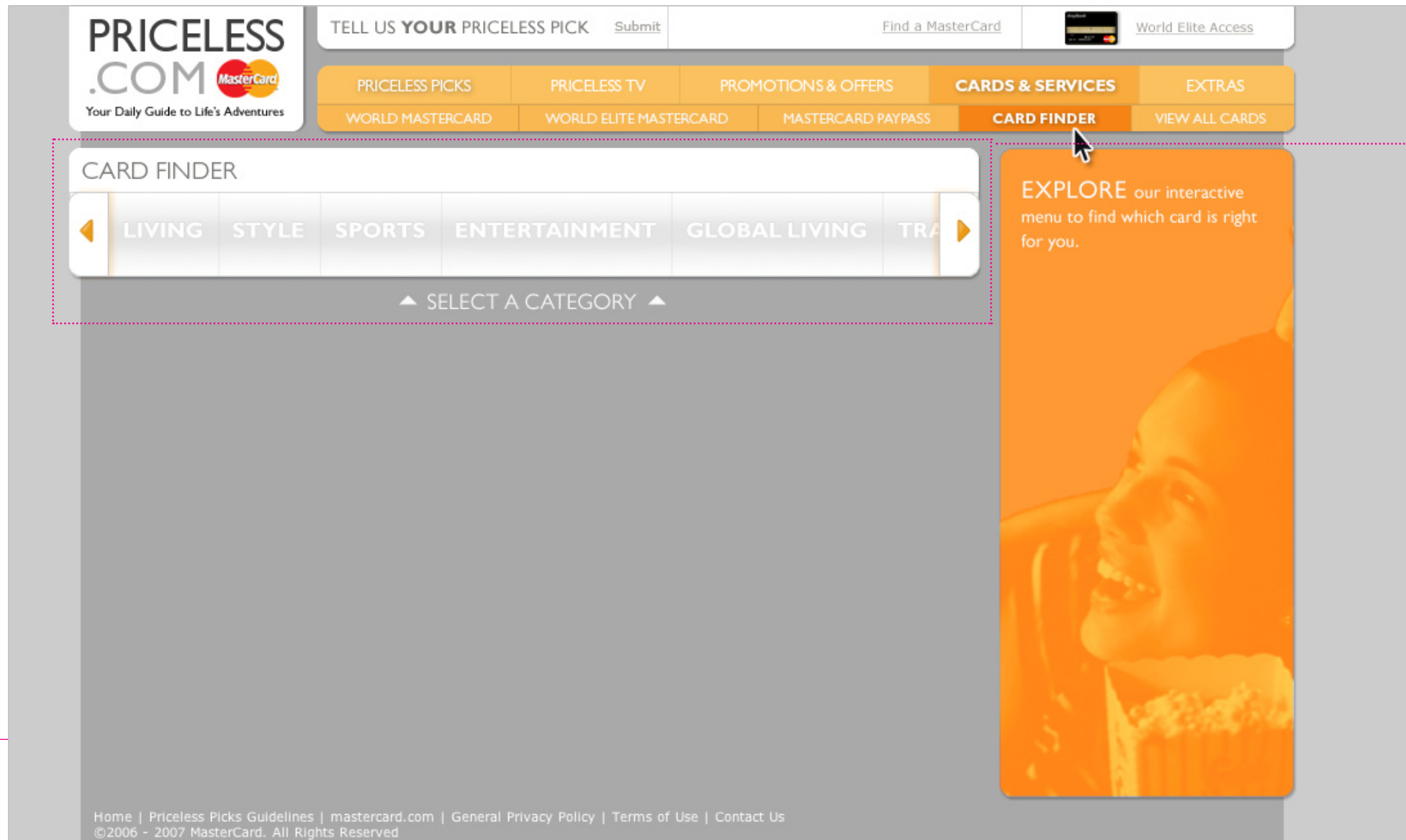


CARD FINDER RE-DESIGN

CLIENT PRESENTATION | R 6.0

CARD FINDER RE-DESIGN: STEP1: FRAME 1-SELECT A CATEGORY [STATE: AFTER ANIMATION]

0 PIXELS



NOTE:
1. ALL CATEGORIES ARE VISIBLE.
2. TRIANGLE POINTERS DIRECT USER'S EYES TO CATEGORIES ABOVE

FOLD 570PX

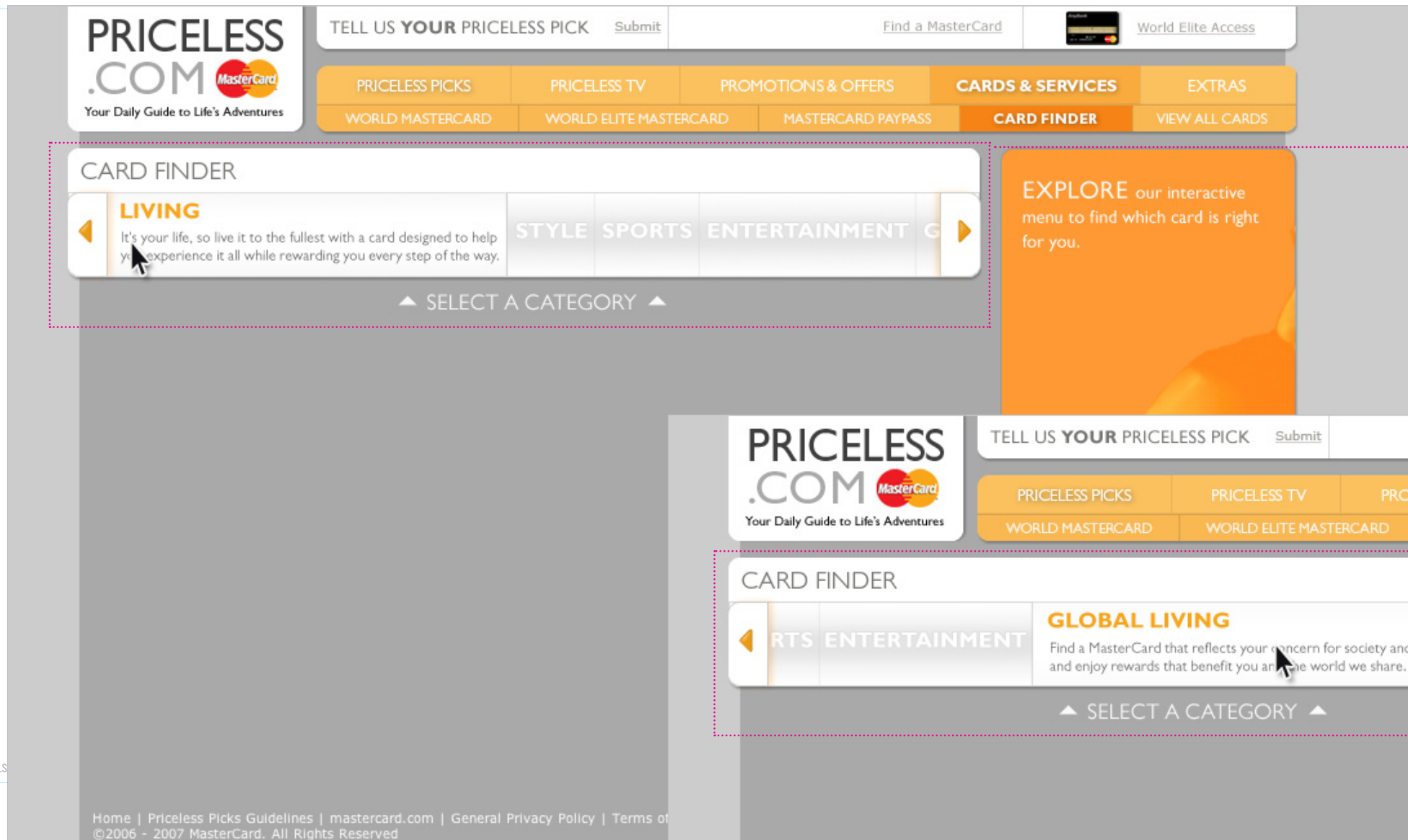
600 PIXELS

570PX

870 PIXELS

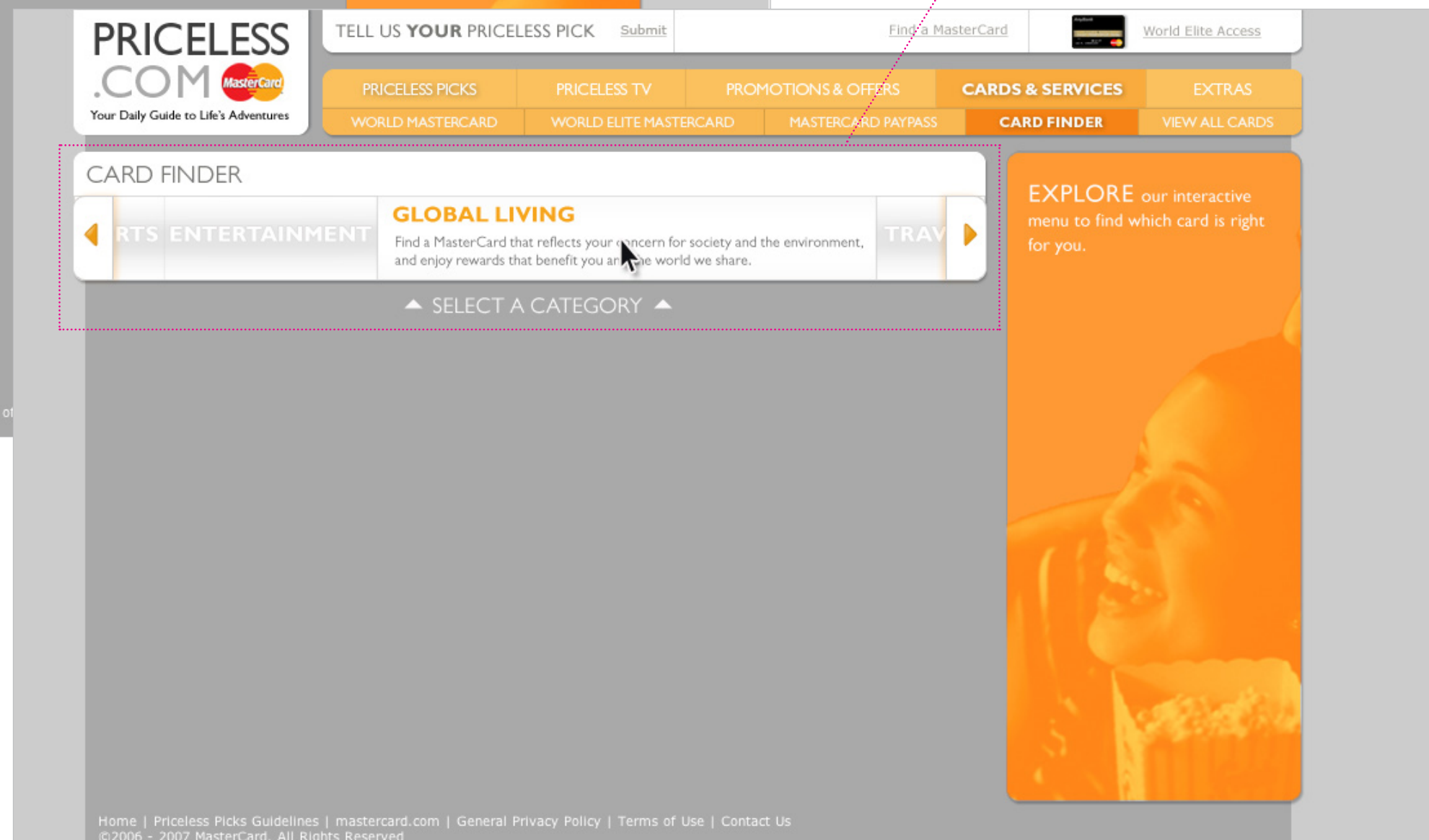
CARD FINDER RE-DESIGN: STEP 1: FRAME 2-SELECT A CATEGORY [STATE: (OVER) ON ROLLOVER A CATEGORY EXPANDS TO ACCOMMODATE DESCRIPTION]

0 PIXELS



NOTE:

1. ON MOUSE-OVER A CATEGORY BUTTON EXPANDS TO PRESENT DESCRIPTION OF SELECTED CATEGORY
2. BACKGROUND BECOMES WHITE TO MAKE THE SELECTION STAND OUT AND INCREASE TEXT LEGIBILITY



600 PIXELS

870 PIXELS

CARD FINDER RE-DESIGN: STEP2: FRAME 1-SELECT A CATEGORY TO SELECT A CARD [STATE: (CLICKED) ENTERTAINMENT SECTION]

0 PIXELS

The screenshot shows the Priceless.com website's Card Finder interface. At the top left is the Priceless.com logo with the tagline "Your Daily Guide to Life's Adventures". To the right is a search bar with the text "TELL US YOUR PRICELESS PICK" and a "Submit" button, followed by a "Find a MasterCard" link and a "World Elite Access" button. Below this is a navigation menu with categories: PRICELESS PICKS, PRICELESS TV, PROMOTIONS & OFFERS, CARDS & SERVICES, and EXTRAS. Under "CARDS & SERVICES" are sub-categories: WORLD MASTERCARD, WORLD ELITE MASTERCARD, MASTERCARD PAYPASS, CARD FINDER (highlighted), and VIEW ALL CARDS. The "CARD FINDER" section features a horizontal carousel of category buttons: LIVING, STYLE, SPORTS, ENTERTAINMENT, GLOBAL LIVING (selected and highlighted in orange), and TRAVEL. Below the carousel is a row of card thumbnails. A large orange panel on the right displays the "GLOBAL LIVING" category details, including a title and a paragraph of placeholder text. A mouse cursor is positioned over the bottom center of the page.

NOTE:
SUPPLEMENTAL SIGNAGE TEXT AND IMAGE UPDATE TO REFLECT SELECTED CATEGORY

FOLD 570PX

600 PIXELS

570PX

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870 PIXELS

CARD FINDER RE-DESIGN: STEP2: FRAME 1-SELECT A CARD [STATE- FILTER ON- SELECT ONLY CARDS WITH RETAIL REWARD]

0 PIXELS

The screenshot shows the Priceless.com website's Card Finder interface. At the top, there's a navigation bar with the Priceless.com logo and a search bar. Below that, a menu highlights 'CARDS & SERVICES' and 'CARD FINDER'. The main content area features a 'CARD FINDER' section with a category carousel (LIVING, STYLE, SPORTS, ENTERTAINMENT, GLOBAL LIVING, TRA) and a 'SELECT A CARD' dropdown menu. This dropdown menu displays six card options: Chase Freedom, Chase Freedom, Chase Freedom, Citi Rewards, Chase Freedom, and Chase Freedom. Below the cards, there are filter options under 'CHOOSE FEATURES:' including Cash Rewards, Travel Rewards, Retail Rewards, PayPass®, and Lorem Ipsum. A red dashed box highlights the card selection area. To the right, a 'GLOBAL LIVING' section is visible with placeholder text. A pink note box on the right side of the page provides instructions: 'NOTE: 1. ARROWS INDICATE SELECTION 2. ALL GLOBAL LIVING CARDS ARE AVAILABLE 3. FILTER OPTIONS ARE AVAILABLE (OPEN) AS A DEFAULT'. At the bottom of the page, there is a footer with navigation links and copyright information.

FOLD 570PX

600 PIXELS

570PX

870 PIXELS

CARD FINDER RE-DESIGN: STEP2: FRAME 2-SELECT A CARD [STATE: NARROWING SELECTION USING FILTER OPTIONS]

0 PIXELS

The screenshot shows the 'CARD FINDER' section of the Priceless.com website. At the top, there's a navigation bar with 'PRICELESS PICKS', 'PRICELESS TV', 'PROMOTIONS & OFFERS', 'CARDS & SERVICES', and 'EXTRAS'. Below this, a secondary navigation bar includes 'WORLD MASTERCARD', 'WORLD ELITE MASTERCARD', 'MASTERCARD PAYPASS', 'CARD FINDER', and 'VIEW ALL CARDS'. The 'CARD FINDER' section has a category selector with 'LIVING', 'STYLE', 'SPORTS', 'ENTERTAINMENT', 'GLOBAL LIVING', and 'TRA'. Below the selector is a 'SELECT A CARD' dropdown menu showing six card options: Chase Freedom, Chase Freedom Visa Signature, Chase Freedom Visa Signature, Chase Freedom Visa Signature, Chase Freedom Visa Signature, and Chase Freedom Visa Signature. A 'CHOOSE FEATURES' section below the cards lists: Cash Rewards, Travel Rewards, Retail Rewards (checked), PayPass®, Lorem Ipsum, Lorem ipsum, Lorem ipsum, and Lorem ipsum. To the right, an 'ENTERTAINMENT OFFERS' panel features three offers: 4seasons (complimentary wine opener), THE Advantage GOLF SCHOOL (golf school package), and TOTAL experience (\$50 gift voucher).

NOTE: CROSS SELL PANEL UPDATES TO REFLECT FEATURES SELECTED

FOLD 570PX

600 PIXELS

570PX

NOTE: HERE, ONLY GLOBAL LIVING CARDS WITH "RETAIL REWARDS" ARE AVAILABLE .

870 PIXELS

CARD FINDER RE-DESIGN: STEP2: FRAME 2-SELECT A CARD [STATE: (OVER) ON ROLLOVER INFO ABOUT THE FILTER]

0 PIXELS

The screenshot displays the 'CARD FINDER' section of the Priceless.com website. At the top, there's a navigation bar with 'PRICELESS PICKS', 'PRICELESS TV', 'PROMOTIONS & OFFERS', 'CARDS & SERVICES', and 'EXTRAS'. Below this, a secondary bar includes 'WORLD MASTERCARD', 'WORLD ELITE MASTERCARD', 'MASTERCARD PAYPASS', 'CARD FINDER', and 'VIEW ALL CARDS'. The main 'CARD FINDER' area has a category selector with 'LIVING', 'STYLE', 'SPORTS', 'ENTERTAINMENT', 'GLOBAL LIVING', and 'TRA'. A 'SELECT A CARD' dropdown menu is open, showing several card images including Chase Freedom, Chase, Citi Rewards, and Chase O. Below the cards, there are feature filters: 'CHOOSE FEATURES:' with checkboxes for 'Cash Rewards', 'Travel Rewards', 'Retail Rewards', 'PayPass', 'Lorem Ipsum', and 'Lorem ipsum'. A tooltip points to the PayPass checkbox with the text 'Checkout faster with PayPass.'. To the right, an 'ENTERTAINMENT OFFERS' sidebar lists offers from '4seasons' (complimentary wine opener), 'The Advantage GOLF SCHOOL' (golf school package), and 'TOTAL experience' (\$50 gift voucher).

FOLD 570PX

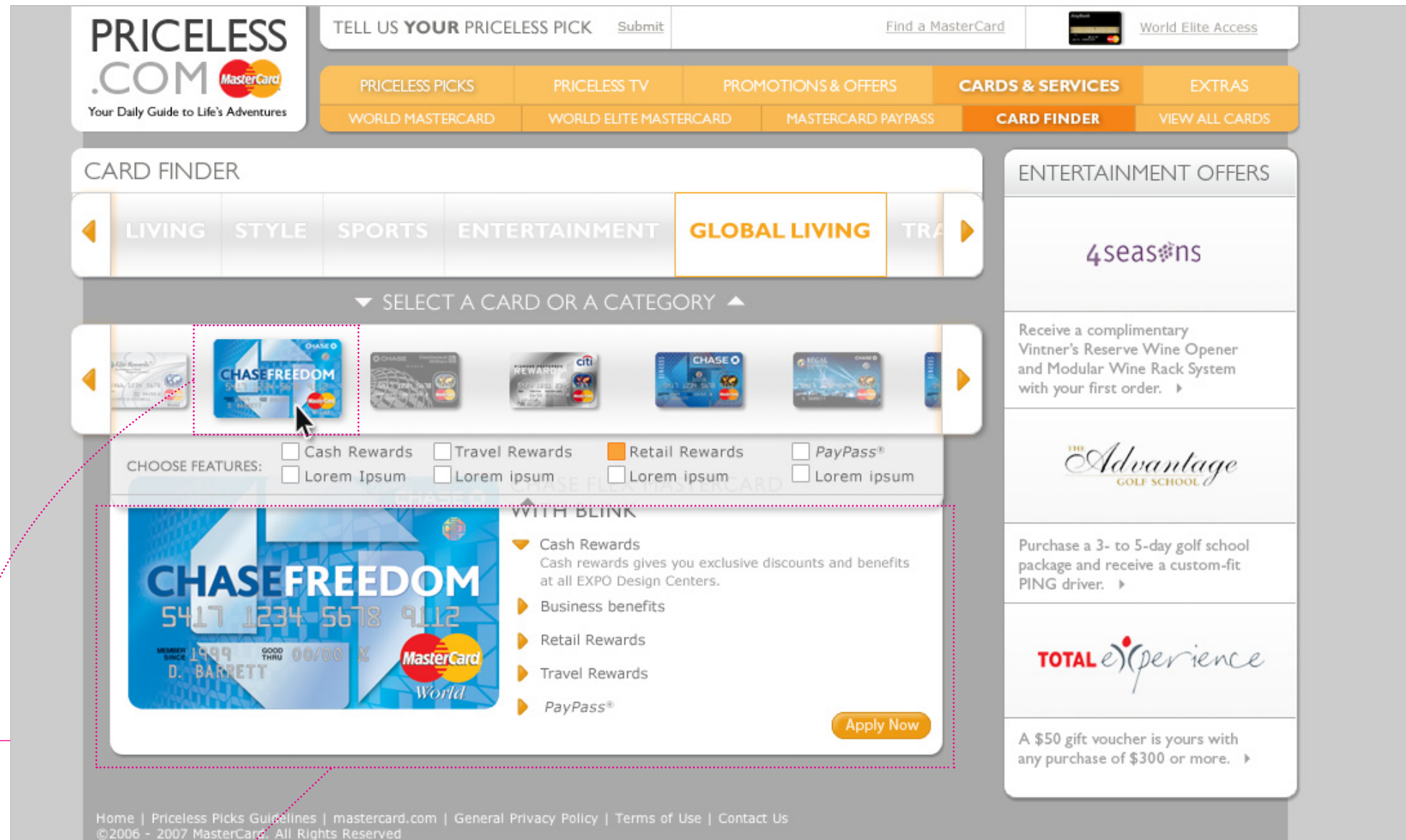
600 PIXELS

570PX

870 PIXELS

CARD FINDER RE-DESIGN: STEP3: FRAME 1-SELECT A CARD OR CATEGORY [STATE: ROLLOVER A CARD- DESCRIPTION SLIDES DOWN]

0 PIXELS



FOLD 570PX

600 PIXELS

570PX

870 PIXELS

NOTE:

1. ON MOUSE-OVER:
 - THE CARD'S THUMBNAIL GROWS TO INDICATE USER SELECTION
 - CARD DETAILS MODULE SLIDES DOWN
2. CARD DETAILS MODULE:
 - CARD FEATURES/ BULLET POINTS DROP DOWN, ONE AT A TIME, TO REVEAL DESCRIPTIVE TEXT

CARD FINDER RE-DESIGN: STEP3: FRAME 2-SELECT A CARD OR CATEGORY [STATE- FILTER OFF]

0 PIXELS

The screenshot displays the 'CARD FINDER' section of the Priceless.com website. At the top, there's a navigation bar with 'PRICELESS PICKS', 'PRICELESS TV', 'PROMOTIONS & OFFERS', 'CARDS & SERVICES', and 'EXTRAS'. Below this, a secondary bar includes 'WORLD MASTERCARD', 'WORLD ELITE MASTERCARD', 'MASTERCARD PAYPASS', 'CARD FINDER', and 'VIEW ALL CARDS'. The 'CARD FINDER' section features a horizontal menu with categories: 'LIVING', 'STYLE', 'SPORTS', 'ENTERTAINMENT', 'GLOBAL LIVING', and 'TRAVEL'. A dropdown menu is open, showing 'SELECT A CARD OR A CATEGORY'. Below this, a carousel of card images is visible, with the 'CHASE FREEDOM' card selected. A detailed view of the 'CHASE FREEDOM' card is shown, including its image and a list of benefits: 'Cash Rewards', 'Business benefits', 'Retail Rewards', 'Travel Rewards', and 'PayPass®'. An 'Apply Now' button is located at the bottom right of the card details. To the right of the card details, there are 'ENTERTAINMENT OFFERS' from '4seasons', 'THE Advantage GOLF SCHOOL', and 'TOTAL experience'. A pink note box on the right states: 'NOTE: USER CAN RETRACT THE FILTER OPTION PANEL'. At the bottom of the page, there is a footer with links: 'Home | Priceless Picks Guidelines | mastercard.com | General Privacy Policy | Terms of Use | Contact Us' and copyright information: '©2006 - 2007 MasterCard. All Rights Reserved'.

FOLD 570PX

600 PIXELS

570PX

870 PIXELS