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# Earth Rewards<sup>SM</sup> Credit Card

The Earth Rewards Platinum MasterCard from GE Money provides an easy way for cardholders to help earn greenhouse gas emissions credits to reduce their personal "carbon footprint." Up to 1 percent of net purchases are set aside each month and will be used to buy carbon offsets every year on Earth Day.



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## The Environmental Challenge

Every year, the average American generates nearly 10 tons of harmful carbon emissions, also known as one's carbon footprint. These emissions are the result of what many consider day-to-day activities, like driving a car, turning on a light bulb and running a refrigerator. While the first step is to avoid generating carbon, some activities are simply inescapable, leaving many individuals wondering what else they can do to reduce their carbon footprint.

## GE's innovative solution

The Earth Rewards Platinum MasterCard® is the first U.S. credit card with a rewards program that provides cardholders with an automatic method to purchase real and verifiable carbon offsets. Cardholders can donate up to one percent of their net purchases each year to GE AES Greenhouse Gas Services, a joint venture between GE Energy Financial Services and The AES Corporation. GE AES Greenhouse Gas Services will then use this money to purchase and retire carbon credits which can help to offset an individual's carbon footprint.

Each purchase made using the Earth Rewards credit card can have a positive environmental impact, no matter the amount. For example:

- » A purchase of US\$ 25 offsets the emissions associated with running a large-screen plasma TV for 233 hours - more than nine days straight
- » A purchase of US\$ 500 offsets the emissions from driving nearly 1,250 miles in the average car on U.S. roads
- » Spending US\$ 750 per month for a year offsets the direct emissions from travel and home energy use that one consumer is likely to produce in a year
- » A purchase of US\$ 1,000 offsets the emissions from a round-trip flight New York to San Francisco

To learn more about the credit card or apply, please visit [www.myearthrewards.com](http://www.myearthrewards.com).



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