



## **American Express and Zynga announce strategic relationship to make virtual goods and game cards available for purchase using membership rewards® points**

### **Deal With Zynga Marks First Time That Virtual Goods Are Available Through A Rewards Program**

**NEW YORK – November 30, 2010**

In an industry first, American Express and Zynga announced today that they have entered into a strategic relationship that allows customers to use Membership Rewards points from American Express to pay for limited edition virtual goods, as well as physical and virtual game cards for Zynga's games. American Express is the first financial services provider to offer reward redemptions for virtual games. The relationship will also bring to market unique joint-marketing endeavors and exclusive offers for both company's membership bases.

"Our relationship with Zynga, one of the key players in the digital space, marks a new redemption category for American Express and reflects our ongoing commitment to expanding and deepening the value we offer customers online," said Dan Schulman, Group President Enterprise Growth, American Express. "With millions of Cardmembers looking to use Membership Rewards points, Zynga can now offer our loyal customer base an exciting new way to engage with their popular social games."

Cardmembers enrolled in the Membership Rewards program can use points to purchase Zynga game cards, as well as a variety of virtual goods, such as uniquely designed FarmVille manors and windmills, Café World fountains and stoves, and YoVille roadsters and robots. Typing "Zynga" in the keyword search on [www.membershiprewards.com](http://www.membershiprewards.com) brings up all virtual goods for use in Zynga's games.

"Our partnership with American Express marks the first time that virtual goods are available for purchase with rewards points and reinforces our commitment to offer consumers meaningful experiences that enhance their game play," said Vishal Makhijani, SVP of Business Operations at Zynga. "Cardmembers can instantly redeem their reward points to purchase limited edition virtual goods for their favorite Zynga games."

The specific redemption offers will start at 200 points and the goods immediately available include:

- Uniquely designed, limited edition virtual goods available exclusively to American Express® Cardmembers redeeming Membership Rewards points, such as:
- FarmVille Purple Cow (540 MR points)
- FarmVille Manx Cat (435 MR points)
- Café World Amex Lightning Stove (1945 points)
- Café World Amex Outdoor Fountain (1080 points)
- \$25 and \$50 physical game cards (2500 and 5000 points); and
- \$2, \$10 and \$25 virtual game cards (200, 1000 and 2500 points).

Zynga game cards can be used for multiple Zynga games including FarmVille, FrontierVille, PetVille, YoVille, Treasure Isle and Café World.

Zynga and American Express will continue to expand the redemption offers available to Cardmembers over the coming weeks. On December 6 another 20 virtual goods will be made available including the FrontierVille Fancy Gold Hot Tub, FrontierVille Fancy Gold Fountain, Treasure Isle Zebra, and FarmVille Golden Retriever. Also on December 6, Cardmembers will be able to redeem for specific game cards for FarmVille, FrontierVille, YoVille, Café World – all will be made available in both physical and virtual game cards.

Cardmembers can begin redeeming Membership Rewards points for Zynga virtual goods and game cards immediately. For more information, please visit: [www.membershiprewards.com](http://www.membershiprewards.com).

### **About The Membership Rewards Program**

The Membership Rewards program from American Express offers more than a million rewards from over 500 brands. The program allows Cardmembers to earn one point for virtually every dollar charged on eligible, enrolled American Express Cards, with many opportunities to earn points faster. Membership Rewards points are redeemable in a wide selection of reward categories. Points have no expiration date, and there is no limit on the number of points a Cardmember can earn. For more information about the Membership Rewards program, visit: [www.membershiprewards.com](http://www.membershiprewards.com) or call 1-800-AXP-EARN (297-3276).

## About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at [www.americanexpress.com](http://www.americanexpress.com) and connect with us on [www.facebook.com/americanexpress](https://www.facebook.com/americanexpress), [www.twitter.com/americanexpress](https://www.twitter.com/americanexpress) and [www.youtube.com/americanexpress](https://www.youtube.com/americanexpress).

## About Zynga Inc.

Zynga Inc. is the world's largest social game developer with more than 232 million monthly active users playing their games which include FarmVille, FrontierVille, Mafia Wars, Zynga Poker, Café World, Treasure Isle, YoVille, FishVille and PetVille. Zynga Inc. games are available on a number of global platforms including Facebook, MySpace, the iPad and iPhone. Through Zynga.org, Zynga players have raised more than \$5 million for world social causes. Zynga Inc. is headquartered in San Francisco. For more information, visit [www.zynga.com](http://www.zynga.com) or [www.zynga.org](http://www.zynga.org).

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