


FREQUENT VALUES® OFFERS

BUILD LOYALTY AND
MOTIVATE CUSTOMERS
TO VISIT YOUR BUSINESS
AGAIN AND AGAIN.

Merchant Validation Instructions:

Providing your ongoing discount is easy. When a customer presents the Frequent Values® Card or a Frequent Values® Key Tag, here's what to do:

1. Look for the Crown Logo with the FV——so you know this customer is an Entertainment® Member.
2. Provide the customer with your ongoing Frequent Values® discount. *This discount is typically 20% off the total bill, with an up to \$25 maximum discount. However, your individual business offer may vary.*

Registered Entertainment Members will know that you accept the Frequent Values Card or Key Tag by visiting www.entertainment.com/frequentvalues, or they can use the Entertainment® Membership Companion App to view a directory of offers.

Note: If your business uses a programmable scan-based POS system, you may be able to pre-program the Key Tag Barcode to reflect your Frequent Values® discount. Here is the Key Tag and Barcode actual size for your use:

