

MISSION ; WRITING A LANDING PAGE FOR THE FOLLOWING PRODUCT :

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- ☐ Unequalled Mobility. The Card is welcomed by the world's major airlines, car rental agencies, railroads, and cruise lines. Plus it pays for auto parts and servicing at thousands of locations nationwide.
- ☐ A Worldwide Welcome. Fine restaurants, hotel resorts, and a host of other establishments around this world, and right in your hometown, recognize the Card and welcome your patronage.
- ☐ Purchasing Power. No need to carry large amounts of cash. The Card takes care of shopping needs, whether you're choosing a wardrobe, buying theater tickets, sending flowers, or hosting a dinner (even if you can't be there!)
- ☐ Financial Freedom. Unlike bank cards, the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So you are free to make your own decisions about when and where to use the Card.

In a few words, American Express Card Membership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

Why not apply for Card Membership today? All you have to do is fill out and mail the enclosed application. As soon as it is approved, we'll send along the Card, without delay.

Sincerely,

Diane Shalb
Vice President

P.S. Apply today, and enjoy all the benefits of Card Membership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Card Member Services you'll receive along with the Card.

Subject Line ; Experience American Express ; A gateway for Efficient Transactions !

Financial transactions has never been this easy around the world,

You do not need to worry about where you are, where to go or how to take care of your bills when you arrive at your destination for the first time.

With the American Express Card, you can go around the world cashless and never worry about payments because we got you covered.

Click the link below and join the Elite group of stress free individuals who enjoy these financial benefits across the globe.