

MAR 0896 - United Solo

EMAIL 1

Audience: Registered Titanium and Ambassador members to remind them of their benefits and notify them of the new miles-to-points cap of 100K miles (it was 50K miles before).

SL: Fly with United to Enjoy Even More Benefits

PH: Your [Ambassador][Titanium] Elite status is the key to exclusive travel perks.

HERO

Headline: SOAR TO NEW HEIGHTS

Subhead: Enjoy the perks of Premier® Silver Status when you choose United MileagePlus®.

Design: logo lockup

Copy: [Fname,]As a Marriott Bonvoy™ [Titanium][Ambassador] Elite member with complimentary MileagePlus Premier Silver status, you'll enjoy plenty of perks on your next flight with United®.

CTA: SEE YOUR PERKS

SECONDARY

Section Headline: FLY HIGHER[FNAME]

Subhead: Here are just a few of your exclusive benefits*:

Copy:

- Complimentary **access to Economy Plus®** at check-in for you and a companion, when available
- Complimentary **Premier upgrade confirmation** as early as day of departure, when available
- One **complimentary checked bag** (up to 70 pounds (32 kg))
- Premier Access® **priority airport services**, where available
- **7 award miles for every dollar** you spend on United flights

CTA: LEARN MORE

TERTIARY

Section Headline: MAKE THE MOST OF YOUR MILES AND POINTS

Subhead: Your status is the key to even more benefits:

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).
- **Miles to Points:** Convert your MileagePlus miles at a rate of 1:1 to Marriott Bonvoy™ points.**
- **Earn More Miles:** Receive 10% more miles with United when you redeem points for MileagePlus travel packages.

EMAIL 2

Audience: *Non-registered Titanium and Ambassador members to drive RewardsPlus registrations.*

SL: Special Offer for [Titanium][Ambassador] Elite Members

PH: Get instant status with United Airlines when you register today.

HERO

Headline: SOAR TO NEW HEIGHTS

Subhead: Enjoy the perks of Premier® Silver status with United MileagePlus® when you register today.

Design: logo lockup

Copy: [Fname,]As a Marriott Bonvoy™ [Titanium][Ambassador] Elite member, you are eligible to receive complimentary MileagePlus Premier Silver status and perks. **Just register today** and start enjoying those perks on your next trip.

CTA: REGISTER FOR STATUS

SECONDARY

Section Headline: FLY HIGHER[, FNAME]

Subhead: Once registered, you'll receive these exclusive opportunities*:

Copy:

- Complimentary **access to Economy Plus®** at check-in for you and a companion, when available
- Complimentary **Premier upgrade confirmation** as early as day of departure, when available
- One **complimentary checked bag** (up to 70 pounds (32 kg))
- Premier Access® **priority airport services**, where available
- **7 award miles for every dollar** you spend on United® flights

CTA: REGISTER

TERTIARY

Section Headline: MAKE THE MOST OF YOUR MILES AND POINTS

Subhead: Your status is the key to even more benefits:

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).
- **Miles to Points:** Convert your MileagePlus miles at a rate of 1:1 to Marriott Bonvoy™ points.** Premier Status Required
- **Earn More Miles:** Receive 10% more miles with United when you redeem points for MileagePlus travel packages.

EMAIL 3

Audience: *Silver, Gold, and Platinum members to make them aware of the member benefits.*

SL: Learn How to Earn with United Airlines

PH: Your Marriott Bonvoy™ status gives you a choice of points or miles.

HERO

Headline: SOAR TO NEW HEIGHTS

Subhead: Elevate your earning potential when you choose United MileagePlus®.

Design: logo lockup

Copy: [Fname,]As a Marriott Bonvoy™ [Platinum][Gold][Silver] Elite member, you can enjoy elevated benefits when you also join MileagePlus.

CTA: LEARN MORE

SECONDARY

Section Headline: MAKE THE MOST OF YOUR MILES AND POINTS

Subhead: Your status is the key to even more benefits:

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).
- **Miles to Points:** Convert your MileagePlus miles at a rate of 1:1 to Marriott Bonvoy™ points. ** Premier Status Required
- **Earn More Miles:** Receive 10% more miles with United® when you redeem points for MileagePlus travel packages.

CTA: LEARN MORE

TERTIARY

Section Headline: [FNAME,]SEE YOUR BENEFITS TAKE OFF

Subhead: Achieve Marriott Bonvoy Titanium Elite status and register for United MileagePlus® Premier® Silver status* to enjoy:

Copy:

- Complimentary **access to Economy Plus®** at check-in for you and a companion, when available
- Complimentary **Premier® upgrade confirmation** as early as day of departure, when available
- One **complimentary checked bag** (up to 70 pounds (32 kg))
- Premier Access® **priority airport services**, where available
- **7 award miles for every dollar** you spend on United flights

CTA: LEARN MORE

FOR ALL 3 VERSIONS

Terms and Conditions apply (<https://fly-united.marriott.com/terms.html>)

*MileagePlus rules: The accrual of miles and Premier® qualifying credits, redemption of awards and provision of benefits through the United MileagePlus program, including the Premier Program, are

subject to change and are subject to the rules of the MileagePlus program. For more information on Premier Silver status, visit united.com/premier.

****Only MileagePlus members who are Premier® Silver or higher are eligible to convert MileagePlus miles into Marriott Bonvoy points. Convert up to 100,000 award miles into Marriott Bonvoy points each calendar year.**