



More Rewards expands program with CIBC partnership

(Langley, B.C. – November 26, 2020) More Rewards is excited to launch their newest partnership with CIBC, one of Canada's leading financial institutions, enabling customers to maximize their points more than ever. This new partnership allows CIBC's large client base to earn double the More Rewards points for every \$1 spent* when they present their More Rewards card and pay with their CIBC credit or debit card in store at any Save-On-Foods, PriceSmart Foods and Urban Fare location across western Canada or with their CIBC credit card online at SaveOnFoods.com. It's simple – there's no registration, no linking, and no signup. CIBC customers who are More Rewards members will earn double their points automatically beginning November 26.

In addition to doubling the More Rewards points earned at the checkout or online, from November 26th, 2020 to February 28th, 2021, customers are automatically entered to win** one of four prizes of FREE Groceries for a Year when they use their More Rewards and CIBC credit or debit cards at one of the three participating grocers.

"We are thrilled to launch this exciting new partnership with CIBC which allows our customers to earn double the More Rewards points on their purchases with no requirement to link cards or register," said Dan Howe, President, More Rewards. "We are committed to providing excellent value to our customers, and this partnership is a new, innovative, and simple way of doing just that."

As one of Western Canada's favourite loyalty programs, More Rewards has over 3.5 million members. Their extensive customer data will provide greater opportunities to offer significantly more personalized promotions to customers.

This new partnership provides CIBC with high marketing value through a unique 360-degree omni channel ecosystem which includes More Rewards digital platforms, Save-On-Foods store and digital assets, as well as Jim Pattison media assets. More Rewards is in the midst of a large digital transformation, and the new CIBC partnership will improve our capability to focus on high opportunity customers. With a new app in development serving up personalized offers, CIBC will be cross promoted with all of the More Rewards partners.

"The new partnership between CIBC and More Rewards is an exciting one as we see our shared values align to offer our customers increased value for their hard-earned money," said Diane Ferri, Senior Vice-President of Card Products, CIBC. "By teaming up with More Rewards we are proud to offer Western Canadian families a new opportunity to enhance their grocery shopping experience."

As a leading Canadian-based global financial institution, CIBC provides clients across Canada with financial advice, products and services through banking centres, as well as through direct,

mobile and remote channels. Their goal is to build a modern consumer and business relationship bank to help clients achieve their ambitions.

More Rewards is one of Western Canada's favourite loyalty programs for over 28 years with over 3.5 million active members and provides customers the opportunity to easily earn points on everyday purchases and then redeem those points for things like free local travel, groceries, gift cards and more. With the More Rewards card you can earn points during almost every grocery shop at Save-On-Foods, PriceSmart Foods and Urban Fare, in addition to hundreds of More Rewards partner locations where additional points can be earned, such as Panago Pizza, Jim Pattison Auto Group, Speedy Glass, and more.

** More Rewards points cannot be earned on lotto, tobacco, gift cards, prescriptions, clinics, diabetes care, tickets, charities, wines, bus passes, postage stamps, delivery, insurance, deposit & recycle fees, rewards and taxes, where applicable.*

** Please click [here](#) for all the contest rules & regulations.

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About More Rewards

More Rewards is one of Western Canada's favourite loyalty programs with more than three and a half million household members. Earn points on everyday purchases and redeem for local travel, groceries, gift cards and more. There are hundred of places to earn points including Save-On-Foods, Panago Pizza, More Rewards Insurance, More Rewards Travel, Jim Pattison Auto Group and more. More Rewards is committed to growing loyalty for partners through increasing the value proposition that customers receive through combining the loyalty investment and data of a growing number of Canadian retailers.

About CIBC

CIBC is a leading Canadian-based global financial institution with 10 million personal banking, business, public sector and institutional clients. Across Personal and Business Banking, Commercial Banking and Wealth Management, and Capital Markets businesses, CIBC offers a full range of advice, solutions and services through its leading digital banking network, and locations across Canada, in the United States and around the world. Ongoing news releases and more information about CIBC can be found at www.cibc.com/en/about-cibc/media-centre.html.

About Save-On-Foods

As Western Canada's largest grocery retailer, Save-On-Foods feeds families in over 100 communities throughout British Columbia, Alberta, Saskatchewan, Manitoba and the Yukon. With more than 170 stores operating under the Save-On-Foods, Urban Fare, PriceSmart Foods and Bulkley Valley Wholesale banners, the company is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

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