

Bonus Etihad Guest Miles and Tier Upgrade

Terms and Conditions

1. Introduction

1.1 These terms and conditions shall be binding on you ("you") when you enter this Offer operated by AMEX (Middle East) B.S.C. (c) ("AEME").

2. Offer

2.1 Subject to these terms and conditions eligible Cardmembers who have a valid Etihad Guest Membership will receive:

For Base and Silver Tier Etihad Guests:

(a) Bonus Etihad Guest Miles

American Express Cards	Etihad Guest Miles
American Express® Gold Credit Card	5,000
The American Express® Gold Card	10,000
The American Express® Platinum Credit Card	12,000
The Platinum Card®	20,000

And

(b) opportunity for fast track enrolment by Etihad Guest to the next Etihad Guest Tier provided by the Etihad Guest Programme to eligible Basic Cardmembers:

Etihad Guest Tier	Fast Track to Next Tier
Base Tier	Silver Tier
Silver Tier	Gold Tier

For Gold and Gold Elite Tier Etihad Guests:

Bonus Etihad Guest Miles

American Express Cards	Etihad Guest Miles
American Express® Gold Credit Card	7,500
The American Express® Gold Card	10,000
The American Express® Platinum Credit Card	15,000
The Platinum Card®	25,000

2.2 This Offer is non-transferable and may not be given, assigned to another person.

2.3 This Offer is exclusive to Cardmembers accessing the Offer website landing page through the Offer email sent from Etihad Guest Programme by Etihad Airways.

2.4 This Offer is only valid for the first basic Card issued for the Cardmember during the Offer period.

2.5 All other Cardmembers terms and conditions of AEME shall continue to apply to the Cardmember except as varied by this Offer. For details of the Cardmember terms and

conditions, applicable schedule of fees and charges, and product benefits, please visit www.americanexpress.com.bh.

3. Eligibility Criteria and Offer Mechanics

3.1 This Offer is applicable only to those applicants who did not have any American Express Cards issued by AEME during the last 2 months.

3.2 This Offer is valid only to basic applicants resident in Egypt, Kuwait, Qatar, Oman, Jordan, Lebanon and Bahrain only, and applying for The American Express[®] Gold Credit Card, The American Express[®] Gold Card, The American Express[®] Platinum Credit Card and The Platinum Card[®].

3.3 You should meet the minimum credit and documentation requirements of AEME to avail Cardmembership of The American Express[®] Gold Credit Card, The American Express[®] Gold Card, the American Express[®] Platinum Credit Card, and The Platinum Card[®].

3.4 Applicants applying through this campaign will go through the normal AEME documentation process for card approval.

3.4.1 AEME reserves the right to verify the eligibility of all Applicants.

3.4.2 AEME has the right to decline any Application without disclosing the reason.

3.4.3 All questions or disputes regarding the eligibility for the Offer will be resolved by AEME at its sole discretion.

3.5 You should meet the following criteria at all times to avail the Bonus Etihad Guest Miles and Tier Upgrade:

3.4.1 Cardmembership application to be made on and between 28th September 2014 and 30th November 2014.

3.4.2 Application should be exclusively through the Offer email and landing page.

3.4.3 Cardmember must pay their annual Cardmembership fees.

3.4.4 Cardmember must enroll in Membership Rewards[®] programme and pay the enrolment fee of US\$ 25 or its equivalent local currency (not applicable for The Platinum Card[®] and The American Express[®] Platinum Credit Card).

3.4.5 Cardmember should complete one purchase transaction on the Card within 45 days from the date of the approval of their Cardmembership.

3.4.6 This Offer is available for members of Etihad Airways Guest resident in Egypt, Kuwait, Qatar, Oman, Jordan, Lebanon and Bahrain only.

3.6 After 1 calendar month following the month in which you satisfy the eligibility criteria to avail the Bonus Etihad Guest Miles as per section 3.5, the Bonus Etihad Guest Miles will be credited to you by Etihad Airways as per the Etihad Guest Account number details provided by you on the Offer website landing page.

3.7 If a Basic Cardmember who is either a Base or Silver Tier Etihad Guest is awarded Bonus Etihad Guest Miles under this Offer, and completes 2 round trips between 20 November 2014 to 20 November 2015, then Etihad Guest will additionally fast track the Cardmember to the next Etihad Guest Tier.

4. Claims to Offer

4.1 AEME reserves the right to request proof of identity. If you refuse to provide any of the details requested without a good reason then you may not qualify for the Offer.

4.2 If AEME becomes aware of any fraud, deceit, misconduct or similar action during or in relation to this Offer which relates in any way to a claim, then that claim will not be met

unless it is proven to the satisfaction of AEME, that you had no actual or imputed knowledge of such fraud or deceit or similar action. Then AEME reserves the absolute right to exclude the applicant from the Offer (whether or not such information comes to light before or after you have made the claim).

4.3 Cardmembers can contact AEME to know the status of the Card Application. Separate statements or any other correspondence on the Offer status will not be sent by AEME to Cardmembers.

4.4 Employees of AEME and Etihad Airways, their advertising agency, associated companies and contractors are not eligible to take part in this promotion.

5. Cancellation and Modification of the Offer

AEME has the right to change, alter, modify, amend, pre-poner or postpone any part(s) of the Offer at its sole discretion. No explanation need be provided by AEME in this regard.

6. Payment Information

All charges made on this Card are due and payable when you receive your periodic Statement.

7. Disclaimer

7.1 AEME regards the confidentiality of your personal information with the utmost security. However, AEME does not accept any responsibility for any promotional material or other material communicated to you by third parties that independently obtained your personal information.

7.2 AEME is not responsible for the provision of benefits and services under the Etihad Guest Programme, including enrolment into higher Etihad Guest Tiers.