

MyLowe's Rewards Sizzle Reel Script

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VO/Text

Lowe's knows that customers want to save money on the things they need-- *and* the things they want.

That's why we're bringing something new and exciting to their next Lowe's run with MyLowe's Rewards, our new loyalty program made for homeowners! It's a whole new way to save on everything from household essentials to major appliances, for the homeowner who's focused on all their home improvement projects.

Plus, with the new MyLowe's Rewards Credit Card, our customers get even more, with 5% OFF their purchases every single day.

With MyLowe's Rewards, customers can earn points on what they buy today toward MyLowe's money to spend next time. They can watch their points grow as they shop and put the MyLowe's Money they've earned toward the things they need and want.

There's more! As MyLowe's Rewards members level up from Bronze Key status to Silver Key status or Gold Key status, they'll get even more benefits, like earning MyLowe's Money faster, FREE gifts and garden center workshops, exclusive offers and FREE standard shipping. Credit cardholders get free Silver Key status when they sign up.

And in-between shopping trips, the MyLowe's app puts it all at our customers' fingertips. In the app, customers can track progress, view past purchases and access personalized member-only deals, all from the palm of their hand. Show their Member ID at checkout to apply coupons and earn points toward MyLowe's Money, plus credit cardholders save 5% every day when they use their MyLowe's Rewards Credit Card.

Now's the time to start saving and earning more than ever. MyLowe's Rewards, our new loyalty program, is here!