

# Access

More avenues for adventure. More pathways to rewards.

Premier Issue  
Fall 2004



## "Retreat to Rome, Magnifica!" Contest Rules and Regulations

- The contest period runs from October 1st, 2004 to January 31st, 2005 inclusive. Contest open to residents of Canada who are of the age of majority in their province or territory of residence and who are not an employee of, a member of the immediate family of or domiciled with an employee of Amex Bank of Canada, Amex Canada Inc., Alitalia Linee Aeree Italiane S.p.A, Starwood Resorts and Hotels Worldwide Inc., or the independent contest organization and their respective subsidiaries, affiliates, agents and representatives.
- There are two (2) methods of entry into the contest. 1) Each time you purchase a business class ticket with Alitalia on your *Platinum Card*® under the International Airline Program by contacting your American Express Personalized Travel Services Office OR any American Express Travel Office on or before the Contest Closing Date, you will be entered automatically (one entry per booking). NO PURCHASE NECESSARY. 2) To enter without making a purchase print your name, complete address and telephone number on a 3" x 5" piece of paper and, along with a 100 word or more handwritten essay on how "Why I Enjoy Flying With Alitalia" mail it to: "Amex Retreat to Rome, Magnifica! Contest", P.O. Box 3207, Stn. S., Scarborough, Ontario, M1W 3W7. You may enter as often as you wish, but each envelope must not contain more than one entry and bear sufficient postage. All mailed entries must be received no later than January 31, 2005, the contest closing date. No mechanical reproductions of no-purchase entries permitted. Entries become the property of Amex Bank of Canada and will not be returned.
- There will be one (1) prize awarded consisting of two (2) Alitalia business class round trip tickets to Rome, Italy from Toronto and three (3) nights accommodations at the St. Regis Grand, Rome. Approximate retail value of the prize is \$21,000 (CAD), based on a Toronto departure. Prize must be accepted as awarded and is not transferable or convertible to cash. All travel arrangements must be finalized 30 days prior to departure and travel must be completed by January 31, 2006. Resale of Alitalia airline tickets is strictly forbidden and is valid only for the destination indicated herein and for the purposes stated herein. All expenses related to use of the prize not mentioned herein as awarded (including without limitation, transportation to and from the airports, meals, airport taxes, medical or travel insurance, alcohol, gratuities) are the responsibility of the winner and guest.
- A random selection will be made on February 24, 2005, in Saint John, N.B. at 2:00 (NB) time from all entries received (automatic and non purchase) on or before the contest closing date. Selected entrant will be telephoned at a telephone number indicated in the records of Amex Bank of Canada or, in the case of non purchase entries, the telephone number(s) indicated on the non purchase entry, one or more times at the discretion of Amex Bank of Canada over a 7 day period, from or after February 24, 2005. No telephone messages will be left. If the selected entrant cannot be reached at the indicated telephone number(s) within 7 days, a letter will be sent by registered mail to the address where the billing statements are sent or, in the case of the no-purchase entries, to the address provided, requesting that the selected entrant contact the contest agent. If, after 7 days, no response has been received from the selected entrant, the prize will not be awarded in respect to that selected entry and another contest entry will be randomly selected and so on until the prize has been awarded. In order to win, the selected entrant must first correctly answer, unaided, a time-limited, arithmetical, skill-testing question to be administered by telephone at a mutually convenient time. The odds of being selected depend upon the total number of eligible entries received.
- In order to receive his/her prize, the winner and guest must execute, without compensation, and in the form required by Amex Bank of Canada in its discretion, a release and an agreement for the use of his/her name and/or photograph and/or address (city only) for advertising, publicity and promotional purposes in all media, including but not limited to within americanexpress.ca. By entering the contest, the contestants agree to abide by the contest rules and the decisions of the independent contest organization, which are final.
- By participating, entrants agree to release, discharge and hold harmless Amex Bank of Canada, Amex Canada Inc., Alitalia Linee Aeree Italiane S.p.A, Starwood Resorts and Hotels Worldwide Inc., and their respective employees, officers, directors, parent, affiliates, subsidiaries, advertising and promotion agencies, agents and representatives (the "Releasees") from any and all injuries, liability, losses and damages of any kind resulting from their participation in the contest or their acceptance, use or misuse of the prize. The Releasees are not responsible for and shall not be liable for (a) any electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties of any kind, including without limitation, server malfunction or any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) lost, late, misdirected, incomplete or incorrect entries; (d) any condition caused by events beyond the control of the Releasees that may cause the promotion to be disrupted or corrupted; (e) tampering, theft, defects or typographical errors in materials. Subject to applicable law, Amex Bank of Canada reserve the right to terminate or amend this contest at any time, without notice to the entrants, should any factor interfere with the proper conduct, administration or security of this contest as contemplated by these rules, including without limitation, viruses, "bugs" or technical malfunctions. Entry information becomes the property of Amex Bank of Canada. In this section 6, entrants include heirs, successors, assigns, executors or administrators.
- Any litigation from Québec residents with respect to the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation with respect to the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
- Contest is subject to all applicable Federal, Provincial and Municipal laws.



ACCPLE-1004

**What is Access?** To some, it's about being there. To you, it's more. It's superior service and magnificent perks. It's enjoying the experience of a lifetime, time after time.

Access is about informing you of your Card benefits, exceptional offers and more. It's about helping you become familiar with your *Platinum Card*® from American Express, inside-out. All in all, it's about giving you the information you need to make the most of your membership.

Watch for more issues in your coming statements.

# See you aboard Alitalia and SWISS.

let's fly **Alitalia**



American Express is pleased to reintroduce Alitalia to the International Airline Program.

With more than 500 destinations in over 114 countries, Alitalia offers a unique travel experience based on quality and attention to detail. Take advantage of direct flights from Toronto to Rome and Milan, and fly with one of the most luxurious airlines in the world.

Coming Soon: Book your flight aboard SWISS and get complimentary upgrades to business class.

- Win a trip for two to Rome, Italy courtesy of Alitalia. See inside for more details.

- Coming soon: On top of companion tickets, SWISS offers you business class upgrades when you buy a full-fare economy on your *Platinum Card*.

If you're planning to fly between Canada and Zurich, Switzerland with connections to other worldwide destinations, choose SWISS. You'll feel at ease aboard one of the world's most reliable fleets and enjoy hospitable service from take-off to landing. Stay turned for more details.

No matter what airline you choose, ensure you book your next holiday though **Personalized Travel Service** of Amex Canada Inc. Exclusive to *Platinum Card* members, our knowledgeable and resourceful travel counsellors are at your service.

Call 1-800-668-9147 to book through Personalized Travel Service, or call 1-888-414-8747 to find an American Express Travel Service location near you.

## Your Cardmember benefits at a glance

Customer Service . . . . . 1-800-263-1616  
 Personalized Travel Service . . . . . 1-800-668-9147  
*Platinum Card* Concierge . . . . . 1-800-345-2639

### Travel

International Airline Program  
 Airport Club Program  
 Fine Hotels & Resorts program from Amex Canada Inc.  
 Personalized Travel Service from Amex Canada Inc.  
*The Cruise Privileges Program* from Amex Canada Inc.  
 Fairmont President's Club Premier Membership  
 Starwood Preferred Guest<sup>SM</sup> Gold Preferred Membership  
 Hertz #1 Club Gold<sup>®</sup>

### Lifestyle/Entertainment

*Platinum Card* Concierge  
*Front Of The Line*<sup>®</sup>  
 Fine Dining Program

### Retail

American Express Selects<sup>™</sup>

### Rewards Program

Membership Rewards<sup>®</sup> Program  
 Points Accelerator<sup>®</sup> Service

### Financial Management

Online Account Access @ *My Account*  
 Year-End Summary of Charges  
 Supplementary Cards (optional)  
 Automatic bill payments using the Card  
 Dedicated 24 hour *Platinum Card* Customer Service

### Travel/Insurance Benefits

Emergency Card Replacement  
 Travel Emergency Assistance  
 Car Rental Theft & Damage Insurance  
 Flight/Baggage Delay Insurance  
 Hotel/Motel Burglary Insurance  
 Lost or Stolen Baggage Insurance  
 \$500,000 Travel Accident Insurance  
 The Purchase Protection<sup>®</sup> Plan  
 The Buyer's Assurance<sup>®</sup> Protection Plan  
 Note: Please refer to your Welcome Package for details.

Airline	Destinations	Departure Cities	Applicable Class
	France (Paris), Europe, Africa, Asia and Middle East	Canada – Toronto, Montreal	International First Class International Business Class European C Class**
Let's fly 	Milan, Rome	Canada – Toronto	Business Class
	Austria (Vienna) with connections to other worldwide destinations	Canada – Toronto	Business Class
	Japan (Osaka & Tokyo), Asia, Oceania and Mexico	Canada – Vancouver United States – Chicago, Honolulu, Kona, Las Vegas, Los Angeles, New York, San Francisco	Business Class
	Switzerland (Zurich) with connections to other worldwide destinations	Canada – Montreal	Business Class

\*\*For connecting flights only.

# Receive complimentary companion tickets and free upgrades.

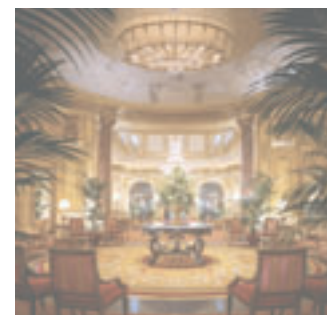


## Take advantage of the International Airline Program.

The International Airline Program is the best way to fly with someone special, by giving you access to a complimentary companion ticket on some of the world's finest airlines. Use your *Platinum Card*<sup>®</sup> to purchase a non-restrictive full-fare ticket<sup>1</sup> in specified classes on Japan Airlines, SWISS, Air France and Austrian Airlines or our newest partner Alitalia and your companion will receive a complimentary ticket.

You can use this benefit an unlimited amount of times annually. And with no black out dates,<sup>2</sup> you can even fly in peak season. For program Terms & Conditions visit [www.americanexpress.ca](http://www.americanexpress.ca)

# Retreat to Rome with Alitalia and American Express.



Fly with Alitalia through our International Airline Program between October 1 and January 31, 2005 and you'll be automatically entered for a chance to win two roundtrip Business class tickets to Rome, Italy, and three nights accommodation at the St. Regis, Rome, in our *Retreat to Rome, Magnifica!* contest. Stroll through romantic piazzas, view artistic and architectural treasures and feast on the finest Italian delicacies.



Don't miss your chance to enjoy the sparkle of the City of Lights, courtesy of your *Platinum Card*. Please see reverse for full contest details.

1. Depending on airline, this offer may only be available in Business Class or similar classes only. Capacity and other restrictions may apply on specific departures. 2. Subject to availability.

If you want to receive news about your Card in your inbox please visit [www.americanexpress.ca/myaccount](http://www.americanexpress.ca/myaccount) to sign up today