

Fleet Bank Visa Gold DM “Fly Free”



Athens
GREECE

San Francisco
U.S.A.

PARIS

Bulk Rate
U.S. Postage
PAID
Fleet

Fly FREE
on the airline of your choice to

**Seattle
Rome
London
Atlanta**

Fleet
4124 1234 5678 9000
P. NELSON
11/99 V
VISA

Fleet Fall Broadscale
Clarion Direct
123 Main St.
Anytown, US 12345

Get a low **5.9% introductory APR**, a preapproved credit line
and **1,000 Free Bonus Miles** with this Fleet Visa® Gold Card.

or wherever you want to go.

OE front



Bon Voyage
Happy Trails
Ciao
Aloha
Arrivederci

If you're hungry for FREE travel, accept the Fleet Visa® Gold Card today.



4BRO 10/97

Insert front



Getting there is more enjoyable with the Fleet Visa® Gold Card.

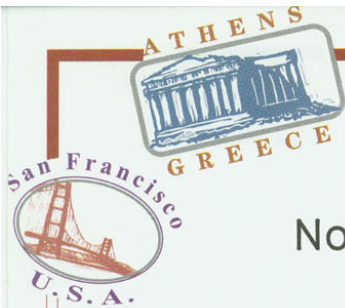


This low 5.9% introductory APR* Visa Gold Card with Travel Rewards miles can take you to the places you always wanted to go FREE. See how we stack up against other air mile credit cards. Then pack your bags and get a Fleet Visa Gold Card today.

Credit Card	Airline	Program Fee	Annual Mileage Cap
Fleet Visa Gold Card	The airline of your choice	\$35	120,000 Miles
Citibank American AAdvantage® Card	American Airlines®	\$85	60,000 Miles
American Express®	Delta®	\$20	60,000 Miles

* See Statement of Rates and Fees insert for details about setting your credit limit and important additional information. This credit card, balance transfers and the convenience checks are not valid to pay a Fleet Bank obligation. Fleet is a registered mark and Ready When You Are is a service mark of Fleet Financial Group, Inc. Citibank American AAdvantage, American Airlines, American Express and Delta are registered trademarks.

Insert back



Now free travel starts here...

- Department Stores
- Restaurants
- Supermarkets
- Gas Stations
- Clothing Catalogs

Fleet Fall Broadscale
Clarion Direct
123 Main St.
Anytown, US 12345



Dear Fleet Fall Broadscale,

Start looking for your passport now. This low 5.9% introductory APR* Visa® Gold Card comes with a generous preapproved credit line of up to \$99,999 and miles toward free travel every time you make a purchase. If you like the idea of flying free on the airline of your choice, this is the card for you, because you get one mile with every dollar you spend using your card.

Here's how fast you can FLY FREE.

The places you want to go for FREE on the airline of your choice are a lot closer than you think. Get a free ticket anywhere in the continental U.S. worth up to \$500 with only 25,000 miles. Go first class at 100,000 miles. Fly round trip FREE to the sunny beaches of Hawaii with 40,000 miles or take a romantic trip to Europe for 50,000 miles. What's more, you choose the airline that'll take you there with the Fleet Visa Gold Credit Card.

Prepare yourself for takeoff now with 1,000 Bonus Miles!

To start you off right, we'll give you 1,000 bonus miles to come aboard. That puts you automatically 1,000 bonus miles closer to the places you want to go on the airline you like best, for FREE. So, pack your bags, get a travel book and go.

or wherever you shop
with the Fleet Visa Gold
Credit Card.

Get FREE travel on the
airline of your choice and
1,000 bonus miles now.

Enjoy a low 5.9%
introductory APR and a
preapproved credit line
of up to \$99,999.

LT18

(over, please)



Yes! I want to fly FREE with a Fleet Visa® Gold Credit Card of my own.

I accept your offer of a Fleet Bank Visa® Gold Card with a 5.9% introductory APR and Travel Rewards. Please correct as necessary (preapproval is contingent on address verification).

Fleet Fall Broadscale
Clarion Direct
123 Main St.
Anytown, US 12345

Invitation Number: 000000000000

Please complete in ink and return the entire form.

Birth Date _____
Social Security Number _____
Home Phone _____
Mother's Maiden Name _____
Employer _____
Work Phone _____

You are preapproved for a credit line of up to \$99,999. This offer good until December 15, 1997.

CREDIT ACCOUNT PROTECTOR
Please enroll me in the optional Fleet Credit Account Protector program as described in the enclosed Statement of Rates and Fees.
Your Initials X _____ Date of Birth ____/____/____

BALANCE TRANSFER OPTION
Transfer the amounts shown from the MasterCard®, Visa®, Discover® or Optima® account(s) listed below to my new Fleet card:

\$ _____ Amount _____ Card Issuer _____
Account Number (refer to credit card) _____
\$ _____ Amount _____ Card Issuer _____
Account Number (refer to credit card) _____

Letter front

Getting Fleet Travel Reward Miles is as easy as a trip to the supermarket.

The best part of this card is how easy it is to earn miles good toward FREE travel. All you have to do is use your card to buy groceries, fill up your car with gasoline, go out to dinner, order from your favorite catalog, rent a car or make a reservation at a hotel. And you'll get one Travel Mile for every dollar you spend. That means if you buy groceries for \$100 and use your Fleet Card, you'll earn 100 Travel Miles. It's that simple.

Flying FREE is hassle free with our exclusive travel service.

Booking your FREE travel is easy. Just call our exclusive travel service. Then, tell us where you want to go, when you want to leave and the airline you want to take to get there. There are no frequent flyer programs to join, or black out periods to plan around. You only need to provide 21 days advance notice and have a Saturday night stay in your travel plans to reserve your FREE flights.

All world travelers should have Fleet Visa® Gold Card benefits.

Good all over the world and at home, your low 5.9% introductory APR Visa Gold Card with Fleet Travel Rewards also comes with these great benefits: \$250,000 Travel Accident Insurance, Automatic Car Rental Insurance, Special Trip Planning Services, low 5.9% APR Payoff Checks, 90-day purchase protection, FREE additional cards, a 25-day grace period on all your purchases and more. Also, be sure to take advantage of your low APR by transferring higher-interest balances to this card. Just complete the balance transfer request on your acceptance form and we'll take care of the rest.

Accept your Fleet Visa Gold Card now and we'll give you the world.

For miles good toward FREE travel with every dollar you spend using your card, a low 5.9% introductory APR, a generous preapproved credit line and 1,000 Bonus Travel Reward Miles, all you have to do is accept this offer now. Other air mile reward credit cards aren't half as good and cost up to twice as much. To fly free on the airline of your choice wherever you want to go, get the Fleet Visa Gold Card today.

Sincerely,



Elaine Weeks-Trueblood
Senior Vice President
Fleet Bank

P.S. This card will take you places. For FREE travel, a low 5.9% introductory APR and 1,000 Bonus Miles, send in your Fleet Visa Gold Card Acceptance Form today, or call 1-800-225-5353.

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Letter back