

Introducing the Co-op Connections® card from Poudre Valley REA



Use Your Card for Discounts at



In my October 2010 message I informed you that Poudre Valley Rural Electric Association would soon be rolling out an exciting new program to the membership, the PVREA Co-op Connections® Card. Just in time for the holidays, you will find your Co-op Connections® Card enclosed with this issue of the Colorado

Country Life magazine. The cards are a gift for all PVREA member/consumers.

PVREA's Co-op Connections® member wallet cards and key fobs provide you with a real money-saving tool. This exclusive PVREA discount card program provides you with savings on travel expenses, entertainment admission fees and many other retail purchases. The card is accepted by more than 90 national retailers and we are adding local retailers to the list of participating businesses every day.

Another way the card will help with your budget is through the pharmacy discount portion of the program. PVREA member/consumers who don't have insurance or have limited prescription drug insurance coverage can receive savings on prescriptions ranging from 10% to 60% off the retail price. The card is recognized at more than 60,000 national, regional and local pharmacies.

PVREA is currently in the process of recruiting additional local retailers that provide a variety of products and services to participate in the Co-op Connections® Card program. A list of these businesses is posted on our website at www.pvrea.com and is updated weekly so check in regularly to find new bargains.

I am very pleased that PVREA is able to offer you this valuable benefit in time for this holiday season. In addition to the financial benefits, we hope the program provides you with a sense of belonging to the cooperative and helps strengthen the partnership between our community businesses and your local, member-owned rural electric association.

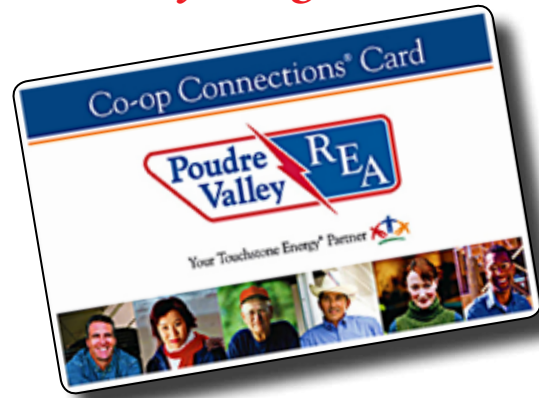
The PVREA board, management staff and employee team extend to each of you and your loved ones our best wishes for a safe, warm, and joyous holiday season. Happy Holidays!

I look forward to visiting with you again,

Brad Gaskill

CEO, Poudre Valley Rural Electric Association

***Your Co-op Connections card
is Enclosed Separately with
this issue of Colorado Country
Life Magazine***



Whether shopping at local businesses or national retail chains, now you too can receive savings on everyday purchases. You will also get 10-60% off prescriptions at your participating local pharmacy.

Here's a sampling of pharmacies in the area that offer Co-op Connections discounts

WALGREENS DRUG STORE

743 S LEMAY AVE., FORT COLLINS

SAFEWAY

S COLLEGE AVE., FORT COLLINS

KING SOOPERS

1015 S TAFT HILL RD., FORT COLLINS

SAMS PHARMACY

4700 BOARDWALK DR., FORT COLLINS

RITE AID PHARMACY

1103 WEST PROSPECT RD., FORT COLLINS

POUDRE DRUG CO

1221 E ELIZABETH ST., FT COLLINS

GOOD DAY PHARMACY

7670 5TH ST., WELLINGTON

WAL-MART PHARMACY

4500 WEITZEL ST., TIMNATH

WINDSOR COMMUNITY PHARMACY

1300 MAIN ST., SUITE A, WINDSOR

KING SOOPERS

253 E 29TH ST., LOVELAND

LOVELAND COMMUNITY HEALTH CTR

450 CLEVELAND AVE., LOVELAND

WALGREENS DRUG STORE

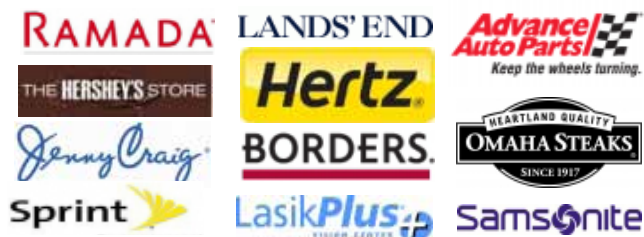
205 E EISENHOWER BLVD., LOVELAND



Local Merchants and Pharmacies

Deals from National Companies

The card gives you access to online savings at more than 90 national companies including Days Inn, Best Western Hotels, Alamo Car Rental and many more. New deals exclusively for Co-op Connections members are posted at www.connections.coop every week that can save you money on travel, dining, wireless services even sweet treats.



Coupon Savings



As a Co-op Connections member you will have access to hundreds of online coupons that can save you money on items you buy every day from groceries to shampoo and even DVDs and dog food. Just visit www.connections.coop and select the savings you want to print out.



Using your card is easy. Simply present the card at time of purchase for instant savings. If the merchant

or pharmacy is unfamiliar with the Co-op Connections card ask them to use the discount claim numbers on the back of the card.

You can find all the information about the benefits of your new Co-op Connections Card at www.pvrea.com

Discounts are only available at participating businesses

Pharmacy discounts are Not Insurance, and are Not Intended as a Substitute for Insurance. Actual costs and savings vary by provider and geographical area. The discount is only available at participating businesses.

Monthly magazine contest winner is Rebecca Redabaugh

The Pharmacy Discount



One of the most valuable features of the Co-op Connections card is the pharmacy discount. While not insurance, the discount can deliver savings of 10% to 60% on prescription drugs at more than 60,000 national, regional, and local pharmacies. A list of participating pharmacies in Northern Colorado is posted on the association website at www.pvrea.com.

The pharmacy discount has been widely used by co-ops that are members of Touchstone Energy Cooperatives, resulting in combined savings of nearly \$20 million on prescriptions. You can also search for your favorite drug store at www.locateproviders.com. Use the code 22203 as the "group" number and follow the simple instructions.

Dental Vision and Hearing Discounts



With rising health insurance premiums and high deductibles, Americans are looking for new ways to save money and lower out-of-pockets costs. Cooperative Healthy Savings and Cooperative Healthy Savings Plus were created to bring meaningful discounts on dental, vision and hearing services as well as 24/7 doctor consultations. One membership includes your entire immediate family.

Cooperative Healthy Savings Plus will allow you to enjoy savings on Dental, Vision and Hearing services for just \$8.95 a month. One membership includes your immediate family. You will also have access to Consult A Doctor™ doctors by phone 24 hours a day, 7 days a week. The Physicians can discuss symptoms, recommend treatment options, and prescribe medication when appropriate.

Option 2: Cooperative Healthy Savings will provide you to access to savings on Dental, Vision and Hearing services for just \$4.25 a month per person.

These programs are administered by New Benefits, the same company that provides the free pharmacy discounts. The dental network provides members with discounts of 15% to 50% on dental services at over 81,000 dental practice locations nationwide. The Vision program is the most comprehensive in the U.S. and includes ophthalmologists, optometrists, independent optical centers and national chain locations such as Pearle Vision, JCPenney, Sears, Target, LensCrafters and even QualSight LASIK. The Hearing benefit can save up to 60% off average National Retail Pricing on over 100 models of name brand hearing instruments.

Dental, Vision and Hearing benefits are NOT included in your free Co-op Connections Card program and are available only at additional cost.

You can get all the information at this web address:

http://www.connections.coop/offer_details.php?offerID=24528



Some days it seems like the only thing harder to keep up with than the kids is the bills

We understand what it's like trying to balance all those pieces of daily life. Being a part of a co-op is like being in a big extended family. So, we hope the Co-op Connections Card enclosed with this edition of Colorado Country Life will help you find some savings on those everyday things you purchase for your family.

Please visit us at www.pvrea.com for a list of local Co-op Connections retailers that is updated weekly.

