

TO: Shoppers, FROM: Walmart — A Christmas price guarantee

Written by

Thursday, 03 November 2011 13:48

It's a Christmas nightmare for shoppers: They buy a present or something nice for their family and three weeks later find it on sale somewhere else. Bah, humbug!

This year, Walmart turns that nightmare into a holiday dream with the Christmas Price Guarantee. Here's how it works: If a customer buys an eligible product at Walmart anytime between Nov. 1 and Dec. 25, and then finds that same product advertised for less at another store, Walmart will give the customer a gift card for the difference through Dec. 25. *Guaranteed.*

"The greatest gift we can give our customers this holiday is great low prices on the things they want most," explained Duncan Mac Naughton, chief merchandising officer, Walmart U.S. "Walmart is easing shopping stress this Christmas by allowing customers to shop when and how they want, all while guaranteeing low prices through the entire holiday season."

Walmart's Christmas Price Guarantee is valid on purchases made Nov. 1 through Dec. 25 on identical items (the same brand, size, color, quantity, grade and model number) that are currently available at competitor's stores located within the same local market as a particular Walmart store.

*Offer excludes: Black Friday ads, expired ads, offers with Gift Cards, internet pricing, limited time or quantity offers (i.e. 6 hour sales), percentage off ads, bundles, trade-in offers, offers that require a purchase or gift provided with purchase, clearance or ads with typographical errors. The Christmas Price Guarantee does not apply to grocery items, non-branded items (i.e. live plants), tobacco, firearms, gasoline, tires, prescription drugs, optical, or wireless products that require a service agreement.

To apply for the Christmas Price Guarantee, customers need to simply bring in their original Walmart cash register receipt and the local competitor's current printed ad to Walmart's Customer Service desk through Dec. 25. Once validated, a gift card for the difference will be issued. Items placed on layaway will also be eligible for the Christmas Price Guarantee.

"We're confident Walmart will have fantastic prices on a wide assortment of gifts from electronics to toys, so customers can shop early and spend the holiday enjoying time with their families," continued Mac Naughton.

Walmart's Christmas Price Guarantee, combined with our additional holiday offerings, is aimed at helping our customers beat the holiday's economic Grinch and ensure no Christmas is stolen:

- *Holiday Credit Offer:* Shoppers can receive no interest if paid in full within six months on every purchase, every day in November and December 2011, in store or on Walmart.com with your Walmart® Credit Card. Interest will be charged to a cardholder's account from the purchase date if the promotional balance is not paid in full within 6 months. Minimum monthly payments required and may pay off purchase(s) before end of promo period. Gas purchases excluded. Offer subject to credit approval and cannot be combined with any other offer. Promotional purchase and related optional credit insurance/debt cancellation charges must be paid in full within 6 months. If not, interest charges will be assessed on the promotional balance from the date of purchase. For new accounts: variable purchase APRs as of 10/1/2011 are

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16.90%, 19.90% or 22.90% and will vary with the market based on the prime rate. Minimum interest charge is \$1.00. Certificate required in-store for first purchase only. With no minimum dollar amount required, customers can buy the gifts they want from any department on any product in the store or at Walmart.com.

- *Fast, Faster, Fastest; Ship the Way You Want for Free:* Customers can now ship the way they want for free. Nearly 95% of Walmart.com products – including hundreds of thousands of electronics, home furnishings, apparel, beauty products, diapers, sporting goods and more – are now eligible for free shipping via Site to Store, Pick Up Today, FedEx Site to Store and Home Free shipping programs. With Home Free, customers can ship any apparel and consumables order over \$45 for free direct to their home. More information is available at www.walmart.com/freeshipping

- *Bite-size Payments*

In order to participate, each item must have a price of \$15 or more, customers must have a total minimum layaway purchase of \$50, make a 10% down payment on the total purchase, and pay a one-time non-refundable \$5 service fee. Items put on layaway must be paid in full and picked up on or before Dec. 16. There is a \$10 cancellation fee for any orders not picked up by that date or cancelled by the customer. Cancellation fees and service fees may vary by state. Contract wireless phones are not eligible for the layaway program.

- : Walmart's Christmas Layaway program enables customers to make payments on purchases in varying amounts when they want through Dec. 16. Toys and electronic gifts with a retail price of \$15 or more are eligible, including dozens of toys on Rollback to \$15, such as Leapfrog Scribble and Write, Disney Princess Toddler Dolls, Transformers 3 Mechtech and select Lego playsets. Other great gifts included in the Christmas layaway program are bicycles, HDTVs and video games. For more information, shoppers can visit www.walmart.com/Layaway

- *Save Money on Gas* Discounts will also be honored for those using Walmart Gift Cards, Walmart Prepaid, Walmart Discover, Walmart Credit Card and the Associate Paycard. Murphy cards, cash or any other form of payment, will not receive the discount. Murphy USA and Walmart fuel stations in Oklahoma and Minnesota will not participate in this program. Stores in Alabama will remain on their current program with the following change: the current \$0.05 per gallon Discover and Walmart GE credit card rebate is being raised to \$0.10 per gallon. This change is effective June 30. No other portions of the current Alabama program are changing. Stores in Florida will have the following changes: the current \$0.05 per gallon rollback at the pump for Discover and Walmart GE credit card purchases, will change to a \$0.10 per gallon rebate on the customer's credit card statement. The \$0.03 per gallon rollback at the pump for Gift Card purchases has been increased to \$0.05 per gallon. The \$0.03 rollback at the pump for MoneyCard purchases has been increased to \$0.05 per gallon. And the Associate Paycard will have a \$0.05 per gallon rollback at the pump. These changes are effective June 30. Stores that are located on site with a Sam's Club station will not participate in the increased discount program.: The Gas Rollback program has been extended through Dec. 24, and is available at participating Murphy stations at more than 1,000 Supercenters and 10 Walmart stations. This

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program gives customers a \$0.10 discount on each gallon of gas or diesel fuel purchased at participating Murphy USA or Walmart stations.

Walmart will also help guarantee Christmas for local nonprofits and the families they serve. With help from the Walmart Foundation, Walmart stores across the U.S. will donate more than \$10 million to community organizations this holiday season.