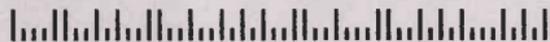


FIRST USA<sup>®</sup>

Exclusively for Visa<sup>®</sup> cardholders

Sample A. Sample  
Apt. #1234  
1234 S. Anystreet  
Sampleville, US 12345-6789



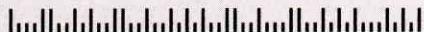
INTRODUCING **NEW VISAPHONE<sup>®</sup>**

Call anywhere in the U.S.  
for just one low rate.



# FIRST USA®

Sample A. Sample  
Apt. #1234  
1234 S. Anystreet  
Sampleville, US 12345-6789



Dear Sample A. Sample,

Until now, you had to pay who-knows-how-much per minute for the convenience of using a calling card. That's why Visa has joined with Sprint to create a better calling card: VisaPhone.

Now with VisaPhone, loyal Visa cardholders like you will enjoy the same low fixed rate on every single U.S. call. At last, you don't have to pay extra for the convenience of a calling card.

### It's just 20¢ per minute to call anywhere in the U.S.

With this new VisaPhone calling card, you can call across town or across the country for the same low Sprint rate. Just 20 cents per minute, anytime, day or night, 365 days per year.

Plus there are no surcharges or hidden fees on any U.S. call. Now you don't pay extra for calling-card convenience—only two thin dimes per minute. It's that simple. (Separate rates and charges apply on international calls and enhanced calling services.)

### VisaPhone is the simple calling card.

Three handy features make this calling card easy to use. We included them based on comments from thousands of Visa cardholders like you. With VisaPhone:

- Your calling-card number is usually your home phone number plus a four-digit code.
- Your calls are billed to your Visa card account, so your expenses are all in one place.
- You'll enjoy the highest-quality connections with Sprint's digital fiber-optic network.

### Sign up now—your VisaPhone calling card is free!

To receive your free VisaPhone calling card, call **1-800-953-VISA** (1-800-953-8472) today. Or complete the acceptance form above and return it in the enclosed postage-paid envelope. We'll send you a VisaPhone calling card, so you can take advantage of our one low rate right away.

Sincerely,

Richard W. Vague  
Chairman and CEO

P.S. Call 1-800-953-VISA (1-800-953-8472) by March 15, 1996 to get the free calling card that saves you money.



## NEW VISAPHONE®

- Just 20¢ per minute—  
local or long distance
- No surcharges
- Visa® billing convenience

# VisaPhone:

Sprint's simple, flat rate and Visa® billing convenience

## One low price

**It's just 20¢ per minute for every U.S. call.**

Now each call you make with your VisaPhone calling card is just 20 cents

per minute—24 hours a day, seven days a week. You'll enjoy the same low rate, whether you call New Orleans, New York City, or next door.

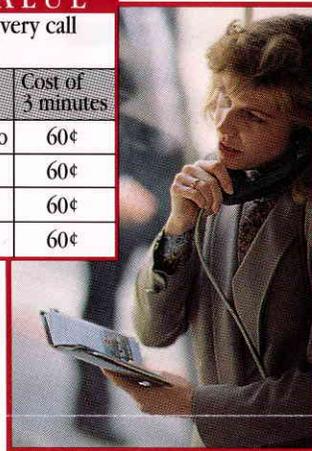
**No surcharges—only pay for the time you talk.**

With VisaPhone, there are no hidden costs. You're not charged extra to have your call connected. You only pay for the time you talk, whether you call from a hotel, airport, or gas station. (Separate rates and charges apply on international calls and enhanced calling services.)

**VisaPhone is yours free.**

This calling card was created exclusively to reward Visa cardholders. So, you don't have to pay any sign-up fees or monthly charges to accept or use VisaPhone. It's yours, free.

| VISAPHONE VALUE  |                 |                   |
|--|-----------------|-------------------|
| You'll pay the same low rate on every call with your VisaPhone calling card: |                 |                   |
| Distance of call   | From/to         | Cost of 3 minutes |
| Local  | Chicago/Chicago | 60¢               |
| Short distance   | Houston/Dallas  | 60¢               |
| Medium distance  | Detroit/Denver  | 60¢               |
| Long distance  | L.A./New York   | 60¢               |



## Easy to use

**You already know your number.**

Your personalized calling-card number is usually your home phone number plus a four-digit code. It's easy for you to remember whenever you call.

**Enjoy the convenience of Visa billing.**

Your VisaPhone usage will be billed to your Visa card account each month—along with your other card expenses. Plus, for your convenience, Sprint will provide a separate call detail report.

**Sprint's Customer Service is always available.**

If you happen to have a question about your VisaPhone service, simply call Sprint's Customer Service Center. You'll receive fast, friendly answers, 24 hours a day, seven days a week.

**Call 1-800-953-VISA for your free VisaPhone calling card!**

(1-800-953-8472, Monday-Friday, 8 a.m.-10 p.m. CT)