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## Apex Airways PexPoints

**Apex Airways: Some vibrations are normal.**

Greetings, **[PASSENGER\_FNAME] [PASSENGER\_LNAME]!**

I'm writing to introduce you to your new Apex Airways PexPoints account. PexPoints -- our customer loyalty enforcement mechanism -- is an exciting way to track your progress attempting to fly the Apex network and attempting to earn valuable benefits.

PexPoints couldn't be simpler. For each flight, you will earn PexPoints using this formula:

$$\text{Distance (km)} \times \text{Apex Qualifying CFs}^1 \times \text{Loyalty Factor (see table C below)} = \text{Subtotal (not for use in computation)} - \text{Flight Quality Penalties} = \text{Your Earned Redeemable PexPoints!}$$

And it's so easy to transfer PexPoints to valued loved ones and business associates.<sup>2</sup>

Each PexTier in PexPoints carries its own Loyalty Factor. The PexTiers, and the PexPoints needed to qualify for each PexTier, are:

PexTier	PexPoints needed to qualify (calendar year starting February 15)	Loyalty Factor
Code Red	0	0
Apex Ambassador Program (membership open to N.J. governors and mayors)	10,000	25.0
Δ Hypotenuse Level Δ	25,000	1.0
Comrade Class	50,000	1.5
Supreme Leader Class	100,000	2.25

<sup>1</sup> Does not apply to domestic codeshare flights operated by United Airlines.

<sup>2</sup> Balances transfers between PexPoints members are a breeze. Using any CF-denominated bank card, the recipient may purchase a new Apex Airways flight of equal or greater value to the number of PexPoints you want to transfer from the sender. Have the recipient take that flight. Wait 4-6 weeks for the new PexPoints to appear in the recipient's account. Then contact the PexPoints Customer Care Team to have the same number of PexPoints canceled from the sender's account! Fees apply.

Redeeming points is easy, too. We will begin allowing redemptions in 2018.<sup>3</sup> In the meantime, keep grabbing those PexPoints!

So get flying! Now! With PexPoints, you can finally answer the question: "Apex Airways: Can it *really* be that great?"

BILL CASH III  
Chief Legal Officer

DAVID ALTER  
Chief Operations Officer

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<sup>3</sup> Projected. Consult mandatory SEC filings and the docket in *In re: Apex Airways Crash at Arecibo Observatory*, No. 13-CR-003244 (D. Del.).

