



STRATUS
REWARDS™

For Immediate Release

*The Sky's the Limit:
Stratus Rewards Launches a New Lifestyle Club and
Credit Card Providing Private Jet Travel*

The First-Of-Its Kind Club Teams Lifestyle Services
With a Unique Rewards Program

LOS ANGELES (April 12, 2004) - A new era in private membership arrived today with the launch of Stratus Rewards, a new by-invitation-only lifestyle club offering a globally accepted credit card. Built on a foundation of the private travel lifestyle, Stratus Rewards enables members to earn points for using the card and then redeem them for private jet travel and other difficult-to-obtain products, unique services, rare auction items, or life-inspiring experiences.

Stratus Rewards is the first club that not only celebrates the private-travel lifestyle, but also rewards members for doing what they love - living life to the fullest. The Stratus Rewards **Visa** card, issued by **U.S. Bank** (NYSE: USB), is the first credit card loyalty program to focus on private jet travel as a redeemable reward. To help members enjoy benefits more quickly, Stratus Rewards encourages members to pool their points with friends and colleagues. Additionally, Stratus Rewards offers a corporate card program that gives small and mid-sized business owners the benefit of faster point accumulation by bundling points across enterprise-wide spending.

Based on an alliance with **MarquisJet**, Stratus Rewards members can redeem points individually or with friends or colleagues on what is widely considered to be the most prestigious fleet of private aircraft. Points can be redeemed for flight hours on private jets ranging from the seven-passenger Citation Ultra up to the 13-passenger Gulfstream IV-SP. All flights can be conveniently booked online or through Stratus Rewards' dedicated Member Services Center.

Baseline Benefits & Privileges

Membership in Stratus Rewards incorporates an array of personal services, including: concierge services by **Mint Lifestyle**, monthly travel guides by **Nota Bene**, enrollment in **Abercrombie & Kent's** Marco Polo Club and premium insurance coverage. Members also are enrolled in **Sony's** exclusive VIP electronics program, **Cierge**, and receive a new release portable music device. On a monthly basis, Stratus Rewards members have access to newly released music and may participate in compelling events through the Stratus Rewards **Club 360** program, which rewards members with quarterly award-show-style gift bags with hot trend-setting items. Additionally, members receive finger-on-the-pulse information and advice from the Stratus Rewards **Lifestyle Council**.

As kindred spirits in the world of private travel, Stratus Rewards members also enjoy a multitude of reciprocal privileges relevant to high-achieving individuals. When using the card for private travel needs, members receive discounted charter flights and complimentary car service, upgrades and special benefits with luxury hotels, upscale merchandise discounts and unique offers through **Vivre**, special membership benefits and discounted initiation fees at **Sports Club/LA**, and a continuously expanding list of collective advantages with a network of affinity partners.

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"In the past, credit cards were created by financial experts. Private clubs, however, are fashioned by lifestyle experts. We decided to put the two together, but with total emphasis on the privatized lifestyle," said Alison Chittum, President & CEO of Stratus Rewards. "That's why our members get so many niche clubs in one. It's also why the credit card that comes with a Stratus Rewards membership offers benefits that are far more relevant to the lives of our members. The private aviation population is currently underserved, having to rely on commercial airline programs that are targeted to the masses. We've created a new and relevant community for this audience with Stratus Rewards."

Meeting The Needs Of Today's High-Net-Worth Individuals

Private travel is no longer a luxury, but a necessity to businesses and affluent individuals alike. The market of private jet travelers in the United States is large and growing rapidly, due in part to the productivity, convenience and security made possible by private aviation. ARG/US reports that more than \$8.35 billion is spent annually on private jet travel, and according to the National Business Aviation Association (NBAA), the segment grew by 50 percent during the last 10-year period. Charter activity in the U.S. alone increased by more than 30 percent in 2001, as reported by Air Charter Guide. Despite the growing preference for private air travel among affluent audiences, there is currently no rewards program recognizing private travel as a lifestyle choice. Stratus Rewards is the first program to target this underserved population.

"While whole aircraft deliveries and sales have declined slightly since 2001, the addition of fractional ownership and 25-hour pre-paid programs has been an effective gateway for bringing new individuals into general aviation. We see our solution as an innovative new demand channel to the private jet travel industry," said Chittum. "As technology advances bring jet travel operating costs down, our ability to bring even greater value to our members improves. Now, more than ever, high-income individuals seek the greater freedom, convenience and safety private jet travel offers."

In Partnership With The World's Top Luxury Brands

Affluent, time-pressed individuals seek access to the newest and best the world has to offer in food and wine, travel, fashion, style and entertainment. Membership in Stratus Rewards meets this need with seamless access to the world's finest goods and one-of-a-kind experiences, while providing the first reward system of true value to this discerning audience.

Stratus Rewards has formed alliances with top luxury brands and services such as **Abercrombie & Kent, Estée Lauder, Molina Fine Jewelers, Perry Golf, Private Retreats, Sam's Wines & Spirits, Sony, Ticket Exchange, Vivre** and the **YachtStore** to deliver one-of-a-kind and high caliber rewards. While Stratus Rewards members are given entrée to some of the most elite brands and services available worldwide, they may also donate their points for cash contributions to a handful of select philanthropic organizations including; **Abercrombie & Kent's Global Foundation, Carelift International,** and **Corporate Angel Network.**

"For people who are uninspired by typical commercial airline travel, catalog merchandise or gift certificate based reward programs, it's time to kiss the mundane, the pedestrian and the unromantic goodbye," said Chittum. "We're a brand new concept in lifestyle enrichment."

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Entrée To The World's Top Stylemakers

Membership with Stratus Rewards offers access to the world's top stylemakers. The Stratus Rewards Lifestyle Council provides the latest news on the hottest trends through monthly communications from respected industry experts, including:

ENTERTAINMENT: Pat O'Brien, Host - Access Hollywood
FOOD: John Mariani, Food Correspondent - Wine Spectator & Esquire
JEWELRY: Alfredo Molina, CEO - Molina Fine Jewelers
MERCHANDISE: Karen Wood, Owner - Backstage Creations
PHILANTHROPY: Richard Marker, EVP Seagrams & Samuel Bronfman Foundations
AUCTION: Kathleen Guzman, Former President - Christie's
PRIVATE AVIATION: Jack Olcott, Former President - NBAA
STYLE: Jacqui Stafford, Style Director - Shape Magazine and Contributing Fashion Correspondent - CNN & Vogue
TRAVEL: Alain Gayot, Founder - Gayot Travel Guides
WINE: Anthony Dias Blue, Wine Editor - Bon Appétit

Additionally, members of Stratus Rewards can use their reward points to redeem for expert consultations with icons such as entertainment guru Colin Cowie, celebrity florist Eric Buterbaugh or designer Kirstie Kelly. "In order to truly provide relevant reward opportunities to our discerning clientele, we had to catapult ourselves outside of the box from any other reward program." stated Chittum. "We've assembled a highly respected network of lifestyle experts as well as a series of unique and significant life experiences. Whether it's a rare object d'art or a private tour of the Louvre's basement, we've thought of it."

Corporate Board of Advisors

Stratus Rewards has assembled leaders across a spectrum of industries to tailor Stratus Rewards to meet the needs of its members on an ongoing basis. The corporate board of advisors includes:

Rob Abele, President - U.S. Bank Commercial Bank Solutions
Melissa Beidler, SVP Member Relations, Visa U.S.A.
Jason Binn, Publisher - Niche Media
Eva Jeanbart-Lorenzotti, Founder & CEO - Vivre
Gordon MacGeachy, Founder - Mint Lifestyle
Darnell Martens, CEO - PrivateFlight
Rob McGrath, CEO - Private Retreats & Distinctive Retreats
George Morgan-Grenville, President - Abercrombie & Kent
Lynne Greene, President - Specialty Group Worldwide, Estée Lauder

How Stratus Works

Membership in Stratus Rewards is available only through an affiliation with one of its luxury partners or through nomination by another member. Annual membership dues are \$1,500 for the primary cardholder and \$500 for secondary cardholders. Business cardholders may also issue U.S. Bank's general "OneCard" at \$75 each to employees for faster point accumulation to the primary cardholder. Membership brings cardholders instant Web access to a host of personal services and the latest information on entertainment, food, fashion, art and travel options, many available exclusively to them. Spending on the Stratus Rewards card earns access to an array of exceptional services and life-enhancing experiences. Members are able to book private jet travel on a broad class of aircraft, and redeem awards conveniently through the Stratus Rewards Web site or by calling the Member Services Center at 1-877-258-2360.

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About Stratus Rewards:

Stratus Rewards is an invitation-only club, credit card and rewards system created expressly to support and enhance the affluent lifestyle. Launching in April 2004, Stratus Rewards will offer the first credit card reward program built on private jet travel. Stratus Rewards forges new territory by packaging the benefits of some of the world's best lifestyle clubs into one program. Developed by a group of entrepreneurs seeking meaningful rewards above and beyond those offered by existing credit card loyalty programs, Stratus Rewards catapults rewards systems to new heights. As frequent users of private jets themselves, they value the convenience and security of private air travel.

Based on their insider knowledge of the affluent market, they designed a program to offer private jet travel, exclusive events and personal services to wealthy, time-pressed individuals who seek exceptional lifestyle experiences. Stratus Rewards is owned by a private U.S. based family, and a conglomerate of other lifestyles based companies including; private aviation, wineries, cosmetics, legal and publishing ventures. More information on Stratus Rewards is available at www.stratusrewards.com.

About U.S. Bank:

U.S. Bank Corporate Payment Systems, a division of U.S. Bank, offers clients a full suite of solutions for commercial, fleet and business to business payment needs. U.S. Bank was the first to offer corporate bankcard, purchasing and relocation card programs, the first to offer a private-label fleet card and is one of the largest merchant acquiring banks in the world. Corporate Payment Systems maintains an enviable list of clients including nearly half of the Fortune 100 and more than 30 percent of the Fortune 500.

U.S. Bancorp (NYSE: USB), with assets of \$189 billion, is the eight largest financial services holding company in the United States. The company operates 2,243 banking offices and 4,425 ATMs, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bancorp is home of the Five Star Service Guarantee, which assures customers of certain key banking benefits and services or customers will be paid for their inconvenience. U.S. **Bancorp is the parent company of U.S. Bank.** Visit U.S. Bancorp on the Web at www.usbank.com.

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