



## 2011 Mileage Plus Elite Status Match Request (ESM)– Challenge Program

Name: \_\_\_\_\_

Mileage Plus Number (must be 11 digits) \_\_\_\_\_

Address (as it appears on Mileage Plus account): \_\_\_\_\_

Customers are eligible for the Mileage Plus Elite Status Match (ESM) challenge program for new or existing Mileage Plus members, provided they have not previously received a Status match in the last 5 years. This program will 'match' the elite status they hold with a participating competitive airline, up to Premier Executive (1P). Star Alliance carriers are no longer eligible for the corporate status match program, and new eligible airlines include Southwest Airlines.

Customers are required to provide supporting documentation that explicitly states the Other Airline's elite level (e.g. a current year membership card or Statement reflecting their status). This information must be scanned and emailed to [PremierMatch@united.com](mailto:PremierMatch@united.com). Please note: this form must be scanned, not attached as a Word document (which cannot be read), or just include the above information in an email directly to [PremierMatch@united.com](mailto:PremierMatch@united.com) requesting a Challenge Status Match.

Customers who have their elite status matched through Mileage Plus customer service will initially receive their matched status for 90 days. During this 90 day period, the customer must complete a specific amount of paid qualifying miles or segments on United or United Express flights to retain their status.

The specific amount of paid qualifying miles or segments are as follows:

\* Premier/2P = 10,000 Base Flight Miles OR 15 Base Flight Segments on United or United Express or Continental (CO, Continental Express, CO Connection)

\* Premier Executive/1P = 17,500 Base Flight Miles OR 22 Base Flight Segments on United or United Express or Continental (CO, Continental Express, CO Connection)

Upon completion of the above flight requirements within 90 days from date of account upgrade and/or elite effective date, whichever is earlier; customers will receive elite status at the matched level for the remainder of the current program year AND be mailed an elite kit. Customers, who 'achieve' the challenge goal after July 1, 2011, will have their status carried over for the following year through Jan 31, 2013.

Members who do not complete qualifying flights and/or segments during offer period will lose status and be downgraded back to their earned level or the level they were at prior to the status match.

TERMS AND CONDITIONS: Offer valid for qualifying paid travel completed within 90 days from time of account upgrade. Participation does not guarantee elite status. Matched status will expire after 90 days, unless that level or a higher level of elite status is awarded prior to that date. Valid on flights operated by United, United Express, Continental, Continental Express, CO Connection and not on United or Continental -marketed codeshare flights operated by other carriers. Flight must be posted to the Mileage Plus account in order to qualify. Travel on Mileage Award or Continental Reward flights do not qualify for this offer. Promotional and/or bonus Elite Qualifying Miles (EQM) and Elite Qualifying Segments (EQS) do not count toward this offer. Other restrictions may apply. Offer subject to change without notice. United, its subsidiaries, affiliates and agents are not responsible for any products and services of other participating companies and partners. United reserves the right to change or terminate the Mileage Plus program at any time without notice. United and Mileage Plus are registered service marks.