

# Discover the **secret**

50 MILLION PEOPLE ALREADY KNOW



VALUE | QUALITY | SELECTION | WOW!



## I'm here for you!

*As a warehouse manager, the best part of my job is definitely the partnership I feel with our members.*

*They trust us to bring them the highest quality products and to stand behind their purchases, and I am committed to be deserving of that trust.*

*I am honored to be a part of their lives, and I enjoy being there for them at every milestone – from their first apartment to their first home, from their engagement to their 50th wedding anniversary, from their first baby to that “baby’s” college graduation.*

*I love my job!*

**Zade Biberaj-Parson**  
WAREHOUSE MANAGER, CHANTILLY, VA

# Discover *your* reason!

**JOIN THE MORE THAN  
50 MILLION PEOPLE WHO ARE ALREADY SAVING!**

## Honest Values

At Costco, you'll find only top-quality products from the brands you trust. We are able to bring you such great values because of our enormous buying power and our efficient operating practices.



## Your own personal shopper for everything – even impulse buys

Costco's buyers scour the world for products that offer you the best value for your money. We offer only the best brand-name products in each category, often with features or enhancements not available from other retailers. And that's true of every item we sell, from diapers to diamonds. It's like having a personal shopper for every single thing you buy.

## Shop with complete confidence!

You'll appreciate the quality and value of the products you find at Costco. That's our promise to you. If we fail to deliver on that promise, we'll refund your money. It's that simple.



# Reason No. 103 WE'LL PAY YOU TO SHOP.

**EARN A  
2%  
REWARD**  
every time  
you shop!

## Get paid to shop, with an Executive Membership.

It pays to be a Costco Executive Member. You'll receive additional benefits and greater discounts on our suite of Costco services, including Costco Travel, and you'll earn a 2% Reward every time you shop at Costco!

## Use The TrueEarnings<sup>®</sup> Card from Costco and American Express.

Apply for The TrueEarnings Card from Costco and American Express, and earn a rebate on gasoline and other purchases – at Costco and anywhere else you use it.

*See the membership counter for details on both programs.*





## I have a whole new outlook!

*I used to buy my glasses from my ophthalmologist's office, but I always felt I was paying too much. So, when it was time to get new frames, I went straight to Costco.*

*I was amazed at the designer brands, the selection and the prices at Costco's Optical Department.*

*And, because it was Costco, I was confident that the quality would be excellent.*

*I get so many compliments on my glasses!*

**Torrie Harano**  
COSTCO MEMBER SINCE 2006

# Reason No. 34

## SPECIALTY DEPARTMENTS



## At your service!

At Costco, we believe in helping you save money on everything you buy – even those items that don't go in a shopping cart.

Our Optical Department features a huge selection of frames by such designers as Kenneth Cole and Jill Stuart, and most brands of contact lenses, all at a terrific value.

### 1-HOUR PHOTO

### OPTICAL

### PHARMACY

### TIRE CENTER

### HEARING AID CENTER

Speaking of value, if you aren't getting your medications from a Costco Pharmacy, you're probably spending too much. Our Pharmacies often make the news for having the lowest prices around.

It's the same for all of our specialty departments. Whether you're buying hearing aids, tires or photos, you can trust Costco to have unbeatable quality and value.



# Reason No. 96

## ORGANIC & HEALTHY CHOICES



### Goodness, naturally!

You don't have to shop at specialty stores to get high-quality organic items.

From produce to meat and even clothing and vitamins, we have the latest organic items you want, at a great value.

We also have a selection of healthy foods, including reduced-calorie snacks, whole grain baked goods, and trans-fat-free choices.

You'll feel good about shopping at Costco!

*Organic selection may vary by location.*

PRODUCE

MEAT

COFFEE

BABY FOOD

VITAMINS

MILK



### I care about what he eats!

*As a parent, I appreciate the health and environmental benefits of eating organic foods. My friends are always surprised when I tell them I buy most of our organic items at Costco.*

*I used to buy organic produce and snacks for my baby at a local specialty market. Then, I found the exact same items at Costco, for a lot less. It's just one of the many reasons I love Costco!*

**Susan Jarnot-Benthem**

COSTCO MEMBER SINCE 2005



## A full-filling experience!

*I've been shopping at Costco since I was a kid, following my parents around the warehouse. Now that I have children of my own, I really appreciate all the ways Costco helps me save money.*

*Gas is definitely right up there at the top of my list. I save by filling up at Costco, and I get 3% back when I use my Costco American Express Card at Costco's Gas Station!*

**Steve Johnson**  
COSTCO MEMBER SINCE 1992

# Reason No. 23

## UNEXPECTED SAVINGS



## A treasure hunt of values!

If you've ever spoken with a Costco member, you've probably heard them brag about their latest "find" at our warehouse.

That's because, in addition to the staple products we're known for, we also carry a selection of "treasure hunt" items.

### FINE JEWELRY

Take fine wines, for example. Did you know that we are one of the country's top fine wine retailers?

### GASOLINE

Or, that we sold more than 100,000 carats of diamonds last year?

### FINE WINES

From stand mixers to designer jeans, our buyers are always on the lookout for products with that certain "wow" factor. And who couldn't use a little more wow in their life?

### SEASONAL

### HOME DÉCOR

### LUXURY GOODS



# Reason No. 3

## OUTSTANDING CUSTOMER SERVICE



### At your service!

We believe great customer service starts with **great employees**, who enjoy what they do. That's why we hire the best people and pay them the best wage in the industry.

If you ever have any questions about your membership or about anything you purchased at Costco, call our Call Center at **1-800-774-2678**, or visit our Web site at **costco.com** and click on Customer Service.

Costco.com also offers a variety of products that you won't find in our warehouses, and information on our suite of Costco services.

Thinking of buying a TV, computer or other electronic product? You can't go wrong when you buy it at Costco. In addition to great pricing and added features, we also offer free technical support and set-up help through **Costco Concierge Services**. Simply call toll free 1-866-861-0450.

**COSTCO.COM**

**CALL CENTER**

**COSTCO  
CONCIERGE  
SERVICES**

**THE BEST  
EMPLOYEES  
ANYWHERE!**



### Costco rocks!

*I love that I can shop at Costco with confidence! When the MP3 player we bought at Costco developed a small audio issue, I knew that I could call Costco Concierge Services for help.*

*Their free technical support was invaluable. They called the manufacturer while I stayed on the line, and resolved the issue right away. I was listening to my favorite tunes again in no time!*

**Wendy Pynn**  
COSTCO MEMBER SINCE 2003





## Driven to save!

*My husband and I switched to Ameriprise Auto & Home Insurance through the Costco service two years ago.*

*Not only do we save about \$800 a year, we also receive additional benefits, thanks to our Costco Executive Membership. Our only regret is not signing up sooner!*

**Pat Volchok**

COSTCO CONSUMER REPORTER,  
AND COSTCO MEMBER SINCE 1983

Individual savings and experiences may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured. Auto & Home Insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in De Pere, WI. Each company is a subsidiary of Ameriprise Financial, Inc. Ameriprise Auto & Home Insurance's California license number is 0C41813. Costco Insurance Agency, Inc.'s California license number is 0D08407.

# Reason No. 17

## COSTCO SERVICES



## Save money on services!

We're proud of the savings and benefits we offer our members and are constantly looking for ways to help you make the most of your membership.

That's why we also offer substantial savings on services that you use every day in your business and personal life.

Costco works with select companies to negotiate exclusive values for Costco members, and we make sure that Executive Members receive added benefits.

We encourage you to upgrade to Executive Membership to maximize your savings on these services. Plus, Executive Members earn an annual 2% Reward on most Costco purchases!



- AUTO & HOME INSURANCE
- AUTO BUYING PROGRAM
- AUTO LOANS & REFINANCING
- BUSINESS & PERSONAL CHECKS
- BUSINESS PHONE SERVICES
- BUSINESS WEB SITES
- CREDIT REPORTS, SCORES & MONITORING
- EVENT TICKETS
- GROUP DENTAL PLAN FOR INDIVIDUALS  
ONLY IN CA EXECUTIVE MEMBER EXCLUSIVE!
- HOME EQUITY FINANCING
- INDIVIDUAL & FAMILY HEALTH INSURANCE  
ONLY IN CA EXECUTIVE MEMBER EXCLUSIVE!
- MERCHANT CREDIT CARD PROCESSING
- MONEY MARKET ACCOUNTS
- MORTGAGE & REFINANCING
- ONLINE INVESTING
- PAYROLL SERVICES
- PREPAID EXPRESS SHIPPING
- REAL ESTATE AGENT SERVICES
- SMALL-BUSINESS 401(K) PLANS
- SMALL-BUSINESS HEALTH & DENTAL INSURANCE  
ONLY IN CA, HI, NV, OR & WA EXECUTIVE MEMBER EXCLUSIVE!
- TRAVEL

*Services subject to change*



# Reason No. 4

## OUR FRESH FOODS



### Get a taste of what everyone's been talking about!

Why do many of the country's top chefs buy their fresh ingredients at Costco? Because they know they'll get the highest quality at a terrific value!

We are known for our steaks! Visit our meat department for the freshest cuts of USDA-Choice beef, Grade-A poultry, USDA #1 pork, Australian lamb, and a wide selection of farmed and seasonal wild seafood. We're sure you'll see and taste the quality difference.

We're proud to offer only the finest-quality fruits and vegetables, shipped six days a week for a freshness that can't be beat.

We produce fresh-baked goods every day, right in the warehouse. Enjoy muffins, artisan breads, pies, custom-decorated cakes and more – all made with the finest ingredients, and all Costco-sized for the best value.

USDA-CHOICE  
MEAT

FRESH  
PRODUCE

FRESH  
BAKERY

FRESH DELI



### Fresh ideas

*We have become a destination for steaks, our artisan breads are renowned in the industry and our huge sheet cakes are a hit at every party.*

*But I am probably most proud of our boneless, skinless chicken breast. It's 99% fat-free, the rib meat is removed, it's not moisture-injected or marinated, and it's a tremendous value versus retail.*

*Plus, because we package it in perforated pouches instead of trays, we've kept more than 220 truckloads of Styrofoam out of the waste stream.*

**Jeff Lyons**

SENIOR VICE PRESIDENT, FRESH FOODS, COSTCO



## Great items for small families

*Costco is so much more than bulk items. When I started shopping at Costco I discovered they had many things sized for smaller households like mine.*

*Costco has brought me significant savings on DVDs, books (including terrific workbooks for my daughter), fine wine and ready-to-serve meals. Plus, they have an electronics department anyone would love. But what I appreciate most is their clothing department!*

*We both love shopping at Costco!*

**Jennefer Henson**

COSTCO MEMBER SINCE 1999

# Reason No. 53

## SMART PACKAGING



## Bye-bye, bulk!

You don't need superhuman strength to use our household products, or have a family of 18 to appreciate our food. They come in larger sizes to save you money. But we make them easy to use, with convenient and smart packaging.

For example, our detergent bottles feature push-button dispensers that let gravity – and not your arms and back – do the heavy work. And our concentrated formulas mean you can use less and still get your whole load clean.

Our fresh, boneless, skinless chicken breasts are a huge value. They are vacuum-sealed in two-breast packs, so you can freeze the entire package and only thaw as much as you need at each meal.

REDUCES WASTE

CONVENIENT

SUPER VALUE,  
NOT SUPER-SIZED!



# Join Today

AT COSTCO OR ON COSTCO.COM



## Your membership is risk-free!

We invite you to see for yourself why 50 million people are Costco members.

Join as an Executive Member to earn an annual 2% Reward (up to \$500) on qualified Costco purchases, and receive additional benefits and greater discounts on our suite of Costco services, including Costco Travel.

Or, join as a Gold Star or Business Member, and enjoy the same low warehouse prices as Executive Members, but without the 2% Reward or additional service benefits.

Still not sure? Your membership is risk-free. If you join and then later decide that Costco just isn't for you, we'll refund your membership fee.

**Join today at any location worldwide, or online at [costco.com](http://costco.com). To find a Costco near you, visit [costco.com](http://costco.com) or call 1-800-774-2678.**

**GOLD STAR**

**BUSINESS**

**EXECUTIVE  
2% REWARD**

**AMERICAN  
EXPRESS**



### EXECUTIVE MEMBERSHIP

Executive Membership is our highest level of membership. It adds savings by offering an annual 2% Reward on most Costco purchases. Executive Members also receive extra benefits on other Costco Services. Executive Membership is \$100 per year and includes a free Household Card.

*See the membership counter for details.*



### BUSINESS MEMBERSHIP

Available to all licensed businesses, nonprofit organizations, government agencies, farmers and ranchers, Business Membership is \$50 per year, which includes a free Household Card. Additional Business Membership cards are available at \$40 each. *Business identification (business license, resale certificate or three pieces of business ID) required when applying for Business Membership.*



### GOLD STAR MEMBERSHIP

If you don't qualify for a Business Membership, you may sign up for a Gold Star Membership. Gold Star Membership is \$50 per year and includes a free Household Card.

*Note: Sales tax is added to all types of memberships in NY, NJ, HI, AZ, NM, UT, and WI, plus all other applicable states.*

### RISK-FREE 100% SATISFACTION GUARANTEE

**ON MEMBERSHIP:** We will refund your membership fee in full at any time if you are dissatisfied. **ON MERCHANDISE:** We guarantee your satisfaction on every product we sell with a full refund. *Product-specific limitations apply. See the membership counter for details.*

### PAYMENT OPTIONS

Costco accepts cash, checks, debit/ATM cards, Costco Cash Cards, Costco Credit Cards and American Express.®

# Your secret **TO SAVINGS!**



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VALUE | QUALITY | SELECTION | WOW!