

MINI  
SIMPLE, FRIENDLY, APPROACHABLE, STRAIGHT FORWARD  
PLEASE NOT ANNOUNCE

AMERICAN EXPRESS "CLEAR"

V/O: ANNOUNCING A CARD THAT'S SIMPLE. STRAIGHTFORWARD AND,  
WELL, CLEAR. CLEAR FROM AMERICAN EXPRESS

CLEAR MEANS NO LATE FEES. NO ANNUAL FEE. NO OVER-LIMIT FEES.

ABSOLUTELY NO FEES OF ANY KIND. CAN'T GET MUCH CLEARER THAN  
THAT.

CLEAR REWARDS ARE EFFORTLESS. THEY ARRIVE AUTOMATICALLY. AND  
YOU CAN USE THEM LIKE CASH, VIRTUALLY ANYWHERE.

YOU CAN EVEN SIGN UP FOR PAYMENT DUE REMINDERS. IT'S ONE LESS  
THING TO REMEMBER.

BE CLEAR OF FEES. BE CLEAR OF COMPLICATIONS