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Rite Aid launches free wellness+ benefits and members-only discounts

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Rite Aid customers and patients nationwide now can sign up for Rite Aid's new wellness+ customer rewards program that provides members with free health and wellness benefits, as well as shopping discounts and special prices.

The free Rite Aid wellness+ rewards card offers immediate everyday benefits including 24/7 toll-free access to a pharmacist and 10% off Rite Aid brand products. Member-only discounts are listed each week in Rite Aid's weekly newspaper circulars, and there are special member-only temporary price reductions and offers on register receipts, via e-mail and online.

Members accrue points with eligible pharmacy and store purchases to get free health screenings and additional merchandise discounts including 20% off non-prescription regularly priced items every day. Members' wellness+ points are tracked automatically, and a tiered benefits structure combines health and wellness rewards with savings rewards.

Customers can sign up for the new Rite Aid wellness+ rewards card, which requires no membership fee, at any of Rite Aid's nearly 4,800 stores and get a card to use immediately. They also can sign up online at www.riteaid.com and print a temporary card for immediate use. A coupon for \$5 off the member's next \$25 purchase is available when members set up their wellness+ account online which allows them to manage their benefits including how many points they have accrued.

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