



LOWE'S RELAUNCHES PRO LOYALTY PROGRAM, SIMPLIFYING ITS VALUE OFFERING UNDER "MYLOWE'S REWARDS"

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Pro loyalty members now earn the same points toward MyLowe's Money and get access to Member Only Deals as Homeowner loyalty members PLUS added perks

MOORESVILLE, N.C., Feb. 18, 2025 /PRNewswire/ -- One year after launching the MyLowe's Rewards program for homeowners, Lowe's has updated its existing MVPs Pro Rewards & Partnership Program to become MyLowe's Pro Rewards™*. The free program saves Lowe's Pros valuable time and money, with earned points that can be redeemed for MyLowe's Money^{^**}, member deals and more.

Redesigned specifically for the small-to-mid-sized Pro, the program is easier than ever to use, with Pros starting to earn points from the first dollar spent at sign-up. Offering an intuitive customer experience that mimics Lowe's successful homeowner loyalty program, MyLowe's Rewards, MyLowe's Pro Rewards "builds" on these benefits with added features and functions Pros use most like access to merchandise, sports memorabilia, gift cards to support their business, volume discounts, business tools and more. Plus, customers who shop with their MyLowe's Pro Rewards Credit Card will save 5%^{^A} every day on eligible purchases and get a free upgrade to Platinum Pro status[∞], receiving the most value and rewards compared to any other payment type.

"If you're a Pro, we want you enrolled in MyLowe's Pro Rewards program because we're focused on saving Pros more when they choose Lowe's first. This is one of the few rewards programs in the industry designed to reward Pros from their first dollar spent – no special volume thresholds to earn and save at Lowe's," said Quonta Vance, Lowe's executive vice president of Pro and Home Services. "We talk about saving our Pros time and money in all that we do and this program is the perfect example of our commitment to do just that."

The new MyLowe's Pro Rewards benefits include:

Earn points on eligible purchases per \$1 spent, easily redeemed for **MyLowe's Money** or for Exclusive **Rewards** like gift cards, experiences, products and more[‡]

Access to Member-only deals

Free standard shipping (not available in AL & HI)[≠]

Access to a Member Volume Discount on eligible quotes \$1,500 or more[◊]

Instant 20% member paint discount after paint annual qualifying spend reaches \$3,000[◊]

Pro Business Solutions like Purchase Authorization and Online Order Quoting

Plus, a customized in-app experience that allows members to track their points progress, easily re-order from previous purchases and receive personalized recommendations

MyLowe's Pro Rewards is a three-tiered program (Gold Pro, Platinum Pro, Titanium Pro) with new benefits unlocked at each status level. New members start at Gold Pro status and increase in status as they shop.

"We're building a loyalty ecosystem that's designed with our customers at the center – we want ALL of our members, no

matter DIY or Pro, to know that when they choose Lowe's first, they get more," said Jen Wilson, Lowe's senior vice president, chief marketing officer. "The value we're offering customers is exciting and we want to build off this core value proposition with even more personalized offers and programming to show just how special our members are to us."

For more information, please visit MyLowe's Pro Rewards Program.

**Loyalty Programs subject to Terms & Conditions. See [Lowe's.com/Terms](https://www.lowes.com/terms) for full program details. Subject to change.*

^Points are awarded on Qualifying Purchases for orders that have been settled and fulfilled. Exclusions, restrictions, and more terms apply. Subject to change.

***MyLowe's Money: NO CASH BACK. Nontransferable. MyLowe's Money is not a credit, debit or gift card; it has no implied warranties. MyLowe's Money can be redeemed towards purchases of eligible products in eligible sales channels in the U.S. only during the stated redemption window. Limit of 5 per transaction. MyLowe's Money will be applied after all other applicable discounts, coupons, taxes and fees have been applied. Additional terms, conditions & restrictions apply and are subject to change.*

Δ Subject to credit approval. 5% offer applies to eligible US Lowe's store and [Lowe's.com](https://www.lowes.com) purchase or order after all other applicable discounts charged to your MyLowe's Pro Rewards or Lowe's Commercial Account. Customer must pay applicable sales tax. Offer can't be used in conjunction with or on: (i) other credit-related promotional offers (except 0% Interest for 60 Days or Extended Terms); (ii) any other promotion, discount, markdown, coupon/barcode, rebate or offer, including any Lowe's volume or special discount programs (such as but not limited to, Contractor Pack, Buy in Bulk, Member Volume Discount ("MVD"), Special Value, New Lower Price, Was: Now, Military Discount, Employee Discount, and Lowest Price Guarantee); (iii) associate discretion price adjustments; (iv) any services (such as but not limited to, rentals; extended protection/replacement plans; shipping, delivery, assembly or installation fees); (v) fees or taxes; (vi) previous sales; (vii) gift cards; or (viii) Weber, Kichler, or Miele products. Excludes MyLowe's Rewards Credit Card Accounts, Lowe's Visa® Accounts and all Lowe's Canada Credit products. We reserve the right to discontinue or alter the terms of this offer at any time.

∞ Platinum Pro Status upgrade may require saving card to Lowe's digital wallet. More terms & restrictions apply. Visit [Lowe's.com/Terms](https://www.lowes.com/terms) for details. Subject to change.

‡ Exclusive Reward items are subject to availability while supplies last. See [Lowe's.com/L/ProLoyaltyTerms](https://www.lowes.com/L/ProLoyaltyTerms) for full details.

≠ Exclusions and more terms apply. Visit [Lowe's.com/ShippingTerms](https://www.lowes.com/shippingterms) for details.

◇ Exclusions, more terms & restrictions apply. [Details at Lowe's.com/Terms](https://www.lowes.com/terms). Subject to Change.

° Excludes spray paint and mistints. Discount applies to future Paint Qualifying Purchases after paint annual qualifying spend reaches \$3,000. Paint annual qualifying spend resets first day of calendar year. More Terms & conditions apply. Visit [Lowe's.com/Terms](https://www.lowes.com/terms) for details. Subject to change.


About Lowe's

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving approximately 16 million customer transactions a week in the United States. With total fiscal year 2023 sales of more than \$86 billion, Lowe's operates over 1,700 home improvement stores and employs approximately 300,000 associates. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing and helping to develop the next generation of skilled trade experts. For more information, visit [Lowe's.com](https://www.lowes.com).

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