Affirm announces holiday campaign to educate consumers about fees and traps hidden in fine print, launches $1 million giveaway

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Keke Palmer, Hasan Minhaj, Whitney Cummings, Ashley Park, amongst others, create funny, dramatic readings of everyday fine print to expose the absurd, hidden terms that few people read

SAN FRANCISCO – November 19, 2020 – Affirm, a more flexible and transparent alternative to credit cards, today unveiled a holiday campaign to expose the "gotchas" that exist in fine print and help people take control of their finances. As part of the campaign, the company is calling on consumers to submit creative, dramatic, or comedic readings of everyday fine print — from credit card agreements to labels on food and beauty products — before December 10. Affirm will reward $1 million — $10,000 to 100 winners — for the best fine print reading submissions based on the inclusion of a fine print "gotcha," originality, creativity, quality, and entertainment value. People can submit their video entry at affirm.com/giftsnotgotchas and winners will be announced in late December.

The campaign builds on Affirm's commitment to never surprise consumers with tricks, like late fees or deferred interest, in fine print. Unlike other payment options, Affirm never charges hidden fees and shows consumers exactly what they'll pay upfront.

"Millennial diva," actress, activist, and media personality Keke Palmer kicks off the contest by taking people down the rabbit hole of ridiculous terms found hidden in fine print with her own reading of the confusing things she found in a credit card agreement. Comedian and "Patriot Act" star Hasan Minhaj also shared his own fine print reading. Comedic actress Whitney Cummings, Tony and Grammy-nominated actress Ashley Park, most recently in "Emily in Paris," and "Kissing Booth" actor Taylor Perez will be recording fine print readings to provide people more inspiration.

"I partnered with Affirm because I believe transparency is important. Many people, millennials in particular, have found themselves caught in a cycle of debt because they signed up for offers that were too good to be true," said Keke Palmer. "Affirm is different – what you see is what you get, and you'll never get hit with hidden fees that can throw off your budget."

For consumers hoping to stay in control of their finances this holiday season, Affirm is a transparent and flexible payment alternative to credit cards that allows them to split the cost of their purchase and pay over time, with budget-friendly terms that enable consumers to pay monthly or every other week. Pre-qualifying is free and never affects a consumer's credit score, they just enter a few pieces of quick information and receive a real-time decision. Once approved, consumers are shown the total cost upfront and the amount they owe never changes.

"Traditional financial institutions rake in billions of dollars in profits each year from late and hidden fees at the expense of consumers. These fees can cause people to fall into spiraling debt, which is why Affirm is committed to never surprising people by charging hidden or late fees," said Greg Fisher, Chief Marketing Officer at Affirm. "We hope this campaign will raise awareness of the "gotchas" hidden in fine print and help people avoid debt, especially around the holidays."

To shop with Affirm for the holidays, consumers can select Affirm at checkout at popular retailers such as Peloton, Walmart, West Elm and Casper Sleep, or use the Affirm app to shop almost anywhere.

About Affirm

Affirm is purpose-built from the ground up to provide consumers and merchants with honest financial products and services that improve their lives. We are revolutionizing the financial industry to be more accountable and accessible while growing a network that is beneficial for consumers and merchants. Affirm provides more than 5.6 million consumers a better alternative to traditional credit cards, giving them the flexibility to buy now and pay over time at virtually any store. Unlike payment options that have late fees, compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay — with no hidden fees and no surprises. Affirm partners with over 6,000 merchants in the U.S., helping them grow sales and access new consumers. Our merchants include brands like Walmart, Peloton, Oscar de la Renta, Audi, and Expedia, and span verticals including home and lifestyle, travel, personal fitness, electronics, apparel and beauty, auto, and more. Loans through Affirm are provided by these lending partners: affirm.com/lenders.

No purchase or account necessary to enter or win a prize. A purchase or payment, or utilizing any Affirm services or products will not increase your chances of winning. Open to legal residents of the 50 U.S.&D.C. who are at least 18 years of age or older or the age of majority in their state of residence as of 11/19/20. To enter, visit www.affirm.com/giftsnotgotchas and follow the online instructions to upload your video and submit your entry. Limit one entry per person. Contest ends 11:59:59 PM PT on 12/10/20.

Void where prohibited. For complete Official Rules including entry requirements, judging criteria and prize details, visit https://www.affirm.com/giftsnotgotchas.

Press Contact

Ana Braskamp

press@affirm.com

(650) 398-2715