

Restaurant Reward Certificate

Industry Information:

- In 2007 the average household expenditure for food away from home was \$2,634, or \$1,054 per person.
- \$1.5 billion Restaurant - industry sales on a typical day in 2007.
- Four out of five consumers agree that going out to a restaurant is a better way to use their leisure time than cooking and cleaning up.
- Three out of four consumers, are interested in purchasing or testing a product based on receiving an incentive gift card for doing so.
- 81 percent of men and women prefer to receive gift cards as a gift.
- In an online survey of 1,000 people, it was noted that 70 percent of survey respondents chose restaurants as the place they most like to receive gift cards from. This choice rated higher than department stores (59 percent), clothing stores (49 percent), and electronic stores (38 percent).

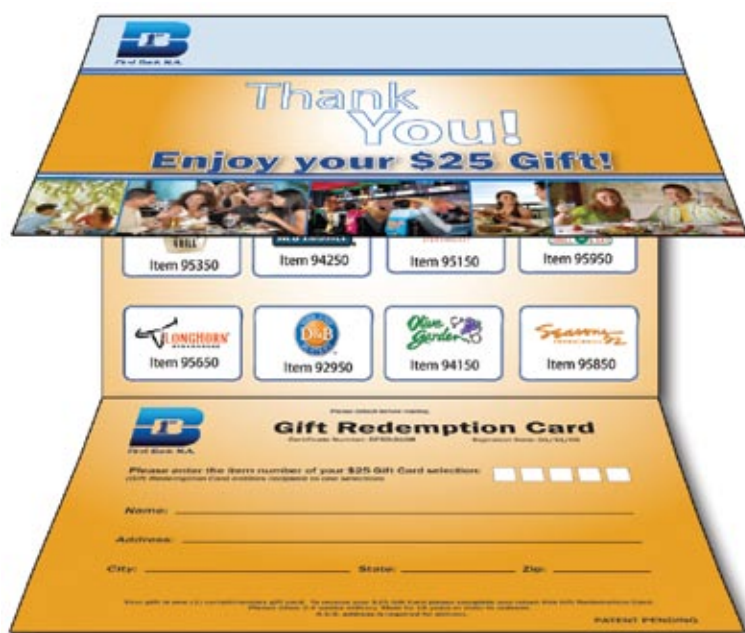


Description:

Custom branded for your organization a Restaurant Reward Certificate awards the recipient a gift card of their choice from a wide array of the most popular and most available restaurant venues. This tasty reward is ideal for any customer and can be tailored to include those eateries best matching your customer demographic. Available in \$10, \$20, \$25, \$50 and \$100 our restaurant partners include:

- Olive Garden
- Red Lobster
- Applebee's
- Bahama Breeze
- Legal Seafood
- Dave & Busters
- Outback Steakhouse
- Carrabba's Italian Grill
- Bonefish Grill
- Fleming's
- Cheeseburger Paradise
- Longhorn Steakhouse
- The Capital Grille
- Seasons 52
- Chili's
- Romano's Macaroni Grill
- Maggiano's Little Italy
- On the Border

Restaurant Reward Certificate:



Each Restaurant Reward Certificate will be branded with your company's logo and a message tailored to your customer. Every Restaurant Reward Certificate awards your customer a gift by simply dropping the gift redemption card in the mail. There is absolutely no cost to your customer for the gift, the shipping of the gift or even the postage on the gift redemption card. Restaurant Reward Certificates are simple, effective and easy for your team to deploy.

- Fully unfolded 6" wide x 12" tall
- Folded, the Gift Card is 6" wide and 4" tall
- Hi gloss and coated for the highest level of professionalism and presentation
- Includes a selection of gift cards from which a person may choose
- Includes business reply mail

Services provided with Restaurant Reward Certificate program:

The program is all-inclusive and turnkey

- Licensing Approvals for all marketing collateral
- Graphics creation and printing of Restaurant Reward Certificate
- Shipping of finished Restaurant Reward Certificate
- Gift Redemption Card business reply mail (prepaid postage) for the recipient
- Redemption Card data entry and results tracking
- Gift sourcing, inventorying and fulfillment, including shipping and handling charges
- Licensing rights and image usage approval for signage, ads, mailings and other displays
- Handling of any customer service issues that may arise