

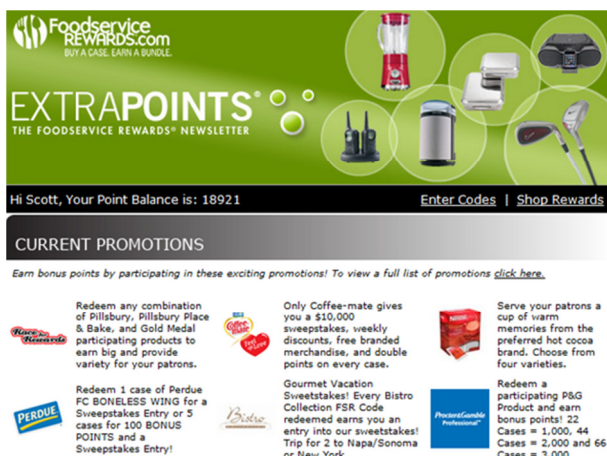
February 8, 2011

FOR YOUR REVIEW

From: John Neupauer
Senior Coalition Manager

Phone: (952) 844-4566
E-Mail: john.neupauer@biworldwide.com

FOR YOUR VIEWING PLEASURE



If you haven't seen them yet, **check out our redesigned website and newsletter.** To view the website, go to www.foodservicerewards.com and enter your Seed account email address and password. If you need or forgot your Seed account information, let us know and we'll send it to you. You must login to view the site.

One version of the eNewsletter is attached. With the new format, operators who wish to learn more about a promotion click on the promotion teaser copy. When they do, the Foodservice Rewards website opens to the login page, and after login, takes the operator to the Promotions and Offers page. Operators can then scroll

through the promotions for which they are eligible, or search promotions by most recent, oldest, or Sponsor. **Take a look and let us know what you think!**

GOING, GOING, GONE



As we discussed at the September Sponsor Meeting, the DSR portion of our program is being phased out. Over the years, we've worked hard to enroll and engage DSRs in Foodservice Rewards. You may recall that for about three years we had a full-time person working on DSR enrollment and engagement. However, only a few thousand DSRs

enrolled in the program and a small percentage of them actively engaged with the program. Going forward, existing DSRs can continue to earn points through Sponsor promotions and overrides and can redeem their points for merchandise (their points don't expire).

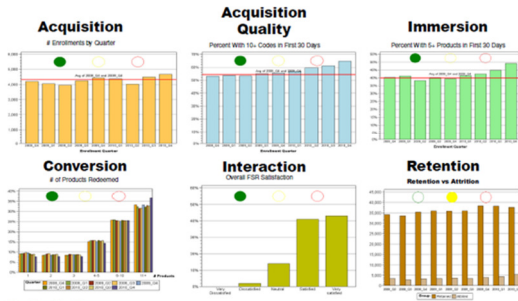
PRICING UPDATE



To help you better manage your budgets, we updated and clarified the Foodservice Rewards Price Grid, which is attached to this update. Note that we found **less expensive scanners** that you can purchase **for \$40 or less**. These are great rewards for your top operators. Also, note that eBlasts now carry a 50% cancellation fee. Many Sponsors wish to use this communication tool but there are a limited number of slots. To be fair to all Sponsors, we want to be sure that Sponsors who reserve spots are committed to using them.

KEY PERFORMANCE INDICATORS...THE Q4-10 RESULTS ARE IN!

Indicator Dashboard



The latest Foodservice Rewards performance numbers are here. Some highlights:

- ...New **enrollments are up**.
- ...New **operators are more active than ever**.
- ...Operators are redeeming more products from more Sponsors.
- ...Retention is down slightly.

Check out the attached PDF and give me a call if you'd like to discuss the results further.

As always, please don't hesitate to contact Aaron, Ashleigh, Marty Tyler, or me with questions, comments, and ideas. Thanks!