

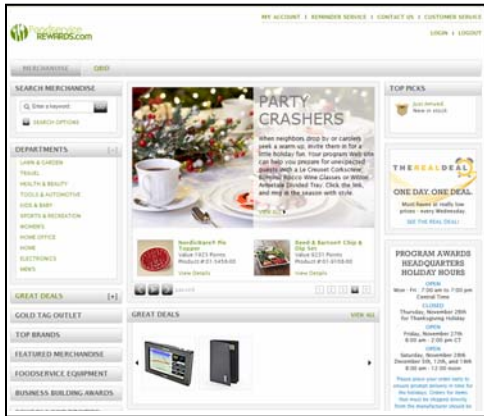
December 10, 2009

FOR YOUR REVIEW

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JUST IN TIME FOR THE HOLIDAYS...A NEW SHOPPING EXPERIENCE



Our Rewards Catalog has been updated, featuring a great new look with some awesome features, including:

- Expanded merchandise options – now **15,000 rewards** to choose from (US catalog). This is not a typo.
- Easier navigation.
- Zoom capabilities on merchandise images.
- More Great Deals, added daily.
- The **Real Deal** – each Wednesday from 11 AM to Noon a new product will be featured at a **fraction of its point value** (while supplies last).

Check it out -

https://www1.awardsling.com/ecommerce/secure/merchandise_landing.do?menu_id=100000

SPEAKING OF THE HOLIDAYS...ORDER NOW



The holidays are nearly upon us. If your workplace is anything like ours, in addition to well wishes and celebrations, staff tend to use a fair amount of vacation time. To ensure that your plants have an uninterrupted supply of labels, please remind your plant teams to check their **label inventory** and **order early this month**. Processing time for label orders may be slowed during the last two weeks of December. Also ask them to confirm that labels are being applied to the outside of the case where they do the most good by encouraging operator enrollment and advertising your participation in Foodservice Rewards.

27 NEW ENROLLEES CELEBRATE THE HOLIDAYS EARLY



From July 1, 2009 – November 30, 2009 we ran a Coalition enrollment initiative called Pile On The Points. Twelve Sponsors agreed to participate and contribute 100,000 points towards the cause and BI contributed 100,000 points as well. This enabled us to use 1.3 million points as an incentive for new enrollees. Operators qualified by enrolling and using an enrollment code during the promotion period. The result – 1,191 new operators joined with an enrollment code. A lucky group of twenty-seven operators earned bonus points including the winner of 500,000 points – Paul Sweeney of Sterling College, Craftsbury, VT. Happy Holidays and happy shopping Paul!

HOLIDAY CLOSING



Please note that BI offices will be closed for the holidays on December 24th and 25th. We'll use this time to meet with family and friends, refresh our spirit, and prepare for another fabulous year. We hope you enjoy the holidays and do the same. Thanks for your support and business.

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