



Foodservice Rewards KPI

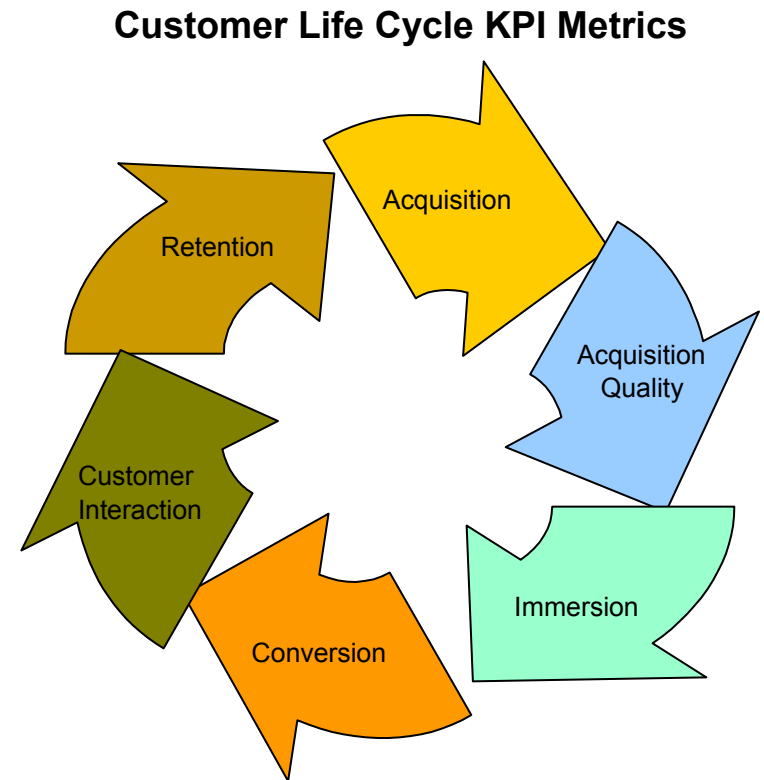


Q4 2009 Update



Key performance indicators

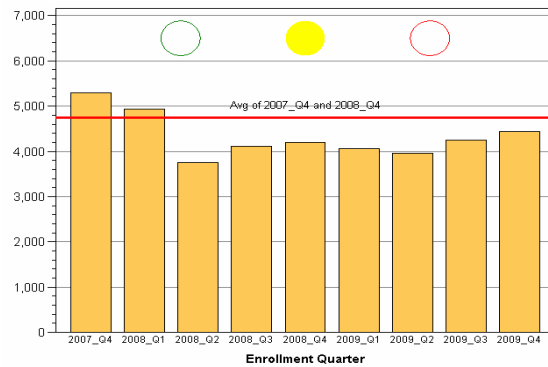
- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention



Indicator Dashboard

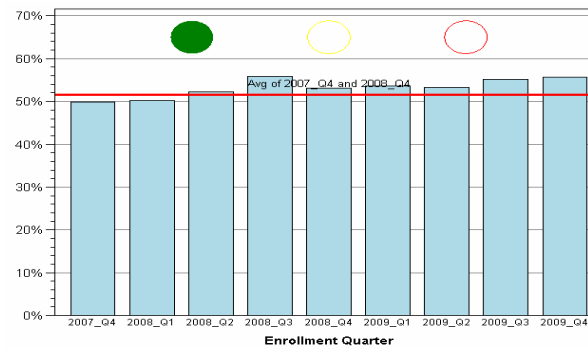
Acquisition

Enrollments by Quarter



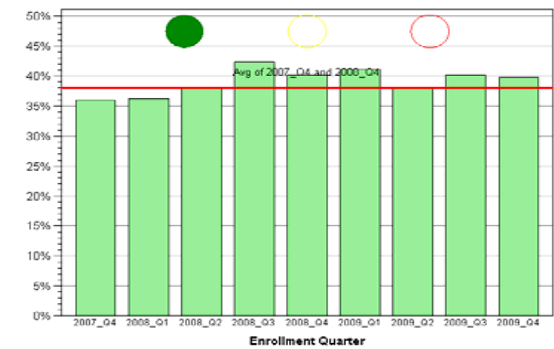
Acquisition Quality

Percent With 10+ Codes in First 30 Days



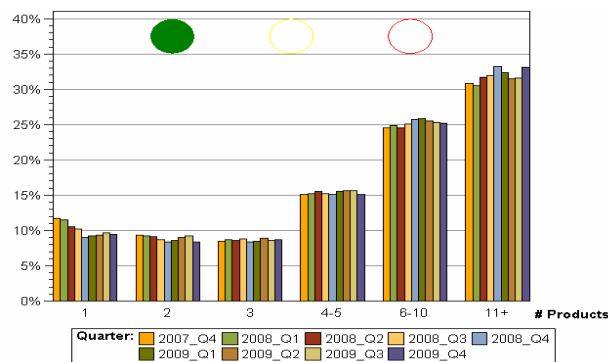
Immersion

Percent With 5+ Products in First 30 Days



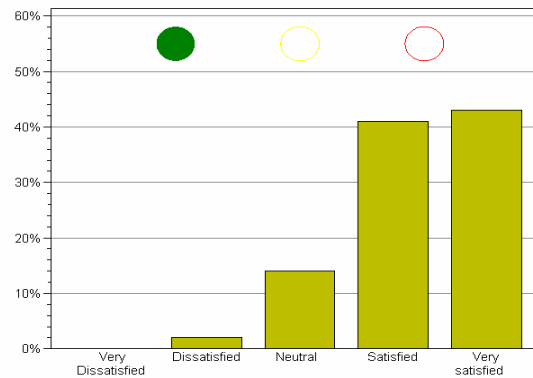
Conversion

of Products Redeemed



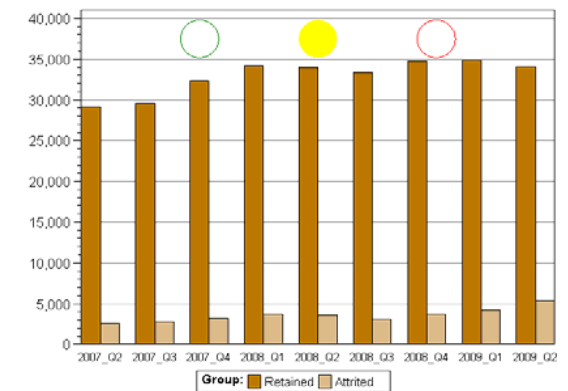
Interaction

Overall FSR Satisfaction



Retention

Retention vs Attrition



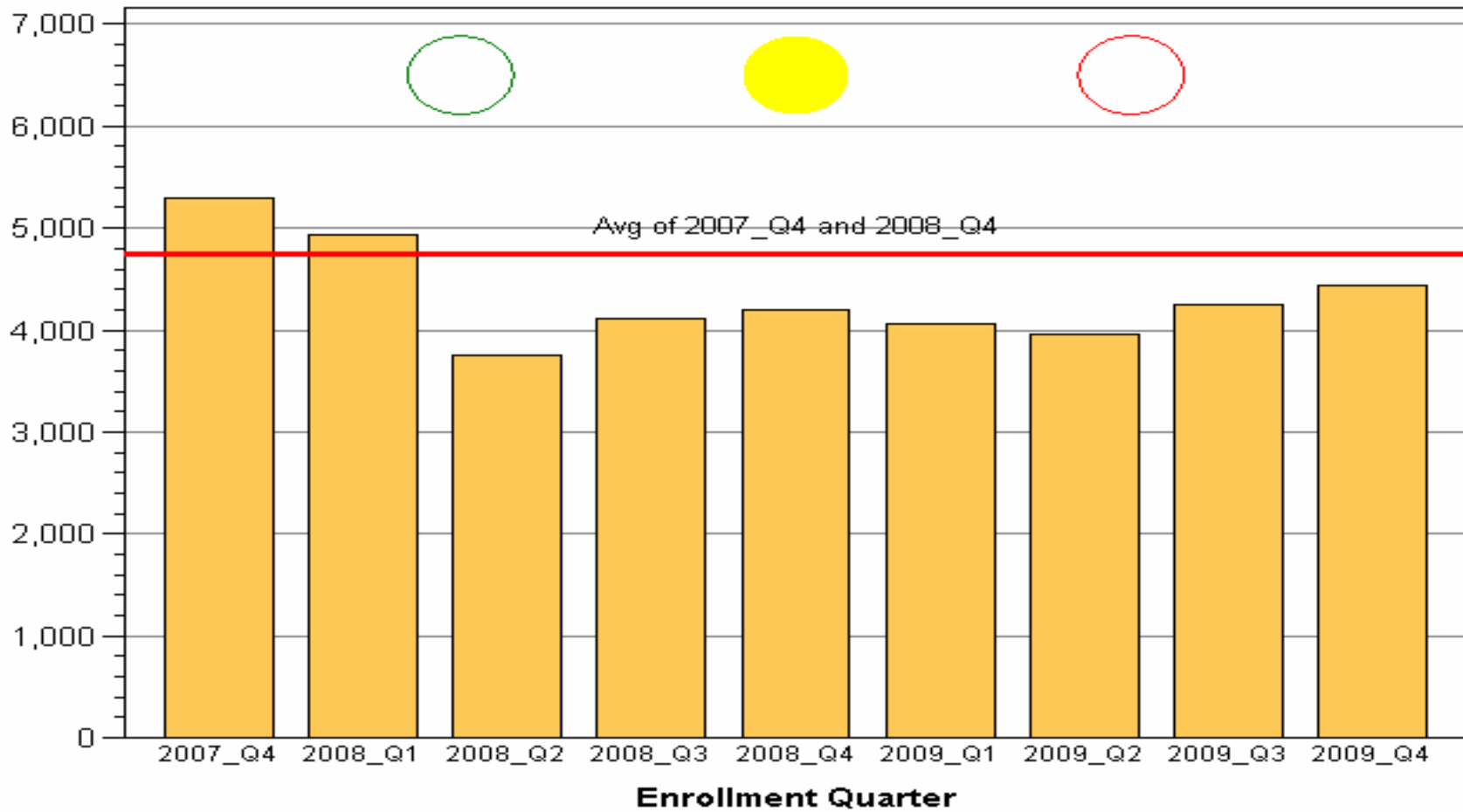


Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention

Acquisition

Enrollments by Quarter



Metric Interpretation: An operator has enrolled and been verified.



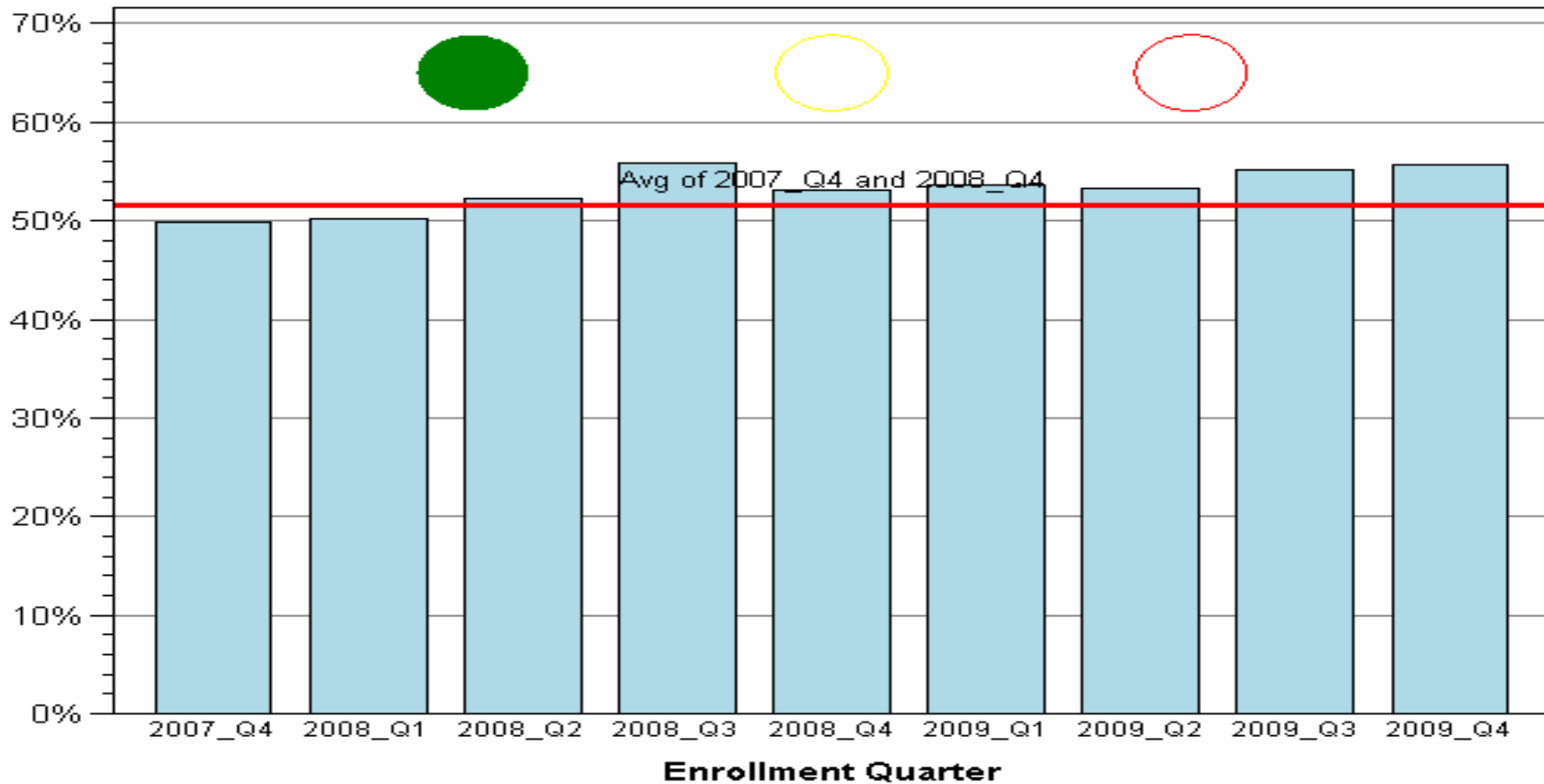


Key performance indicators

- Acquisition
- **Acquisition Quality**
- Immersion
- Conversion
- Interaction
- Retention

Acquisition Quality

Percent With 10+ Codes in First 30 Days



Metric Interpretation: Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed 10 or more product codes in their first 30 days.



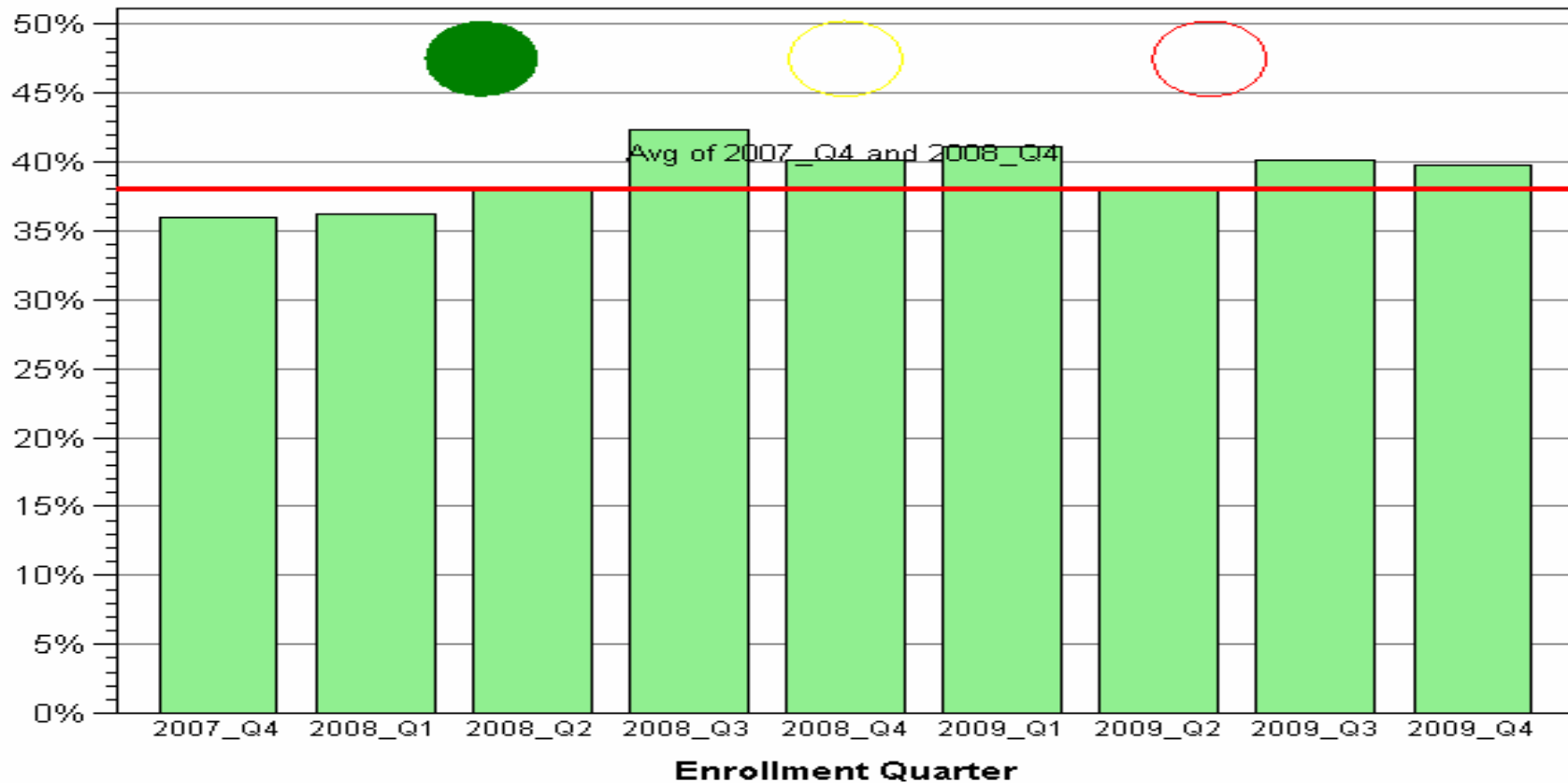


Key performance indicators

- Acquisition
- Acquisition Quality
- **Immersion**
- Conversion
- Interaction
- Retention

Immersion

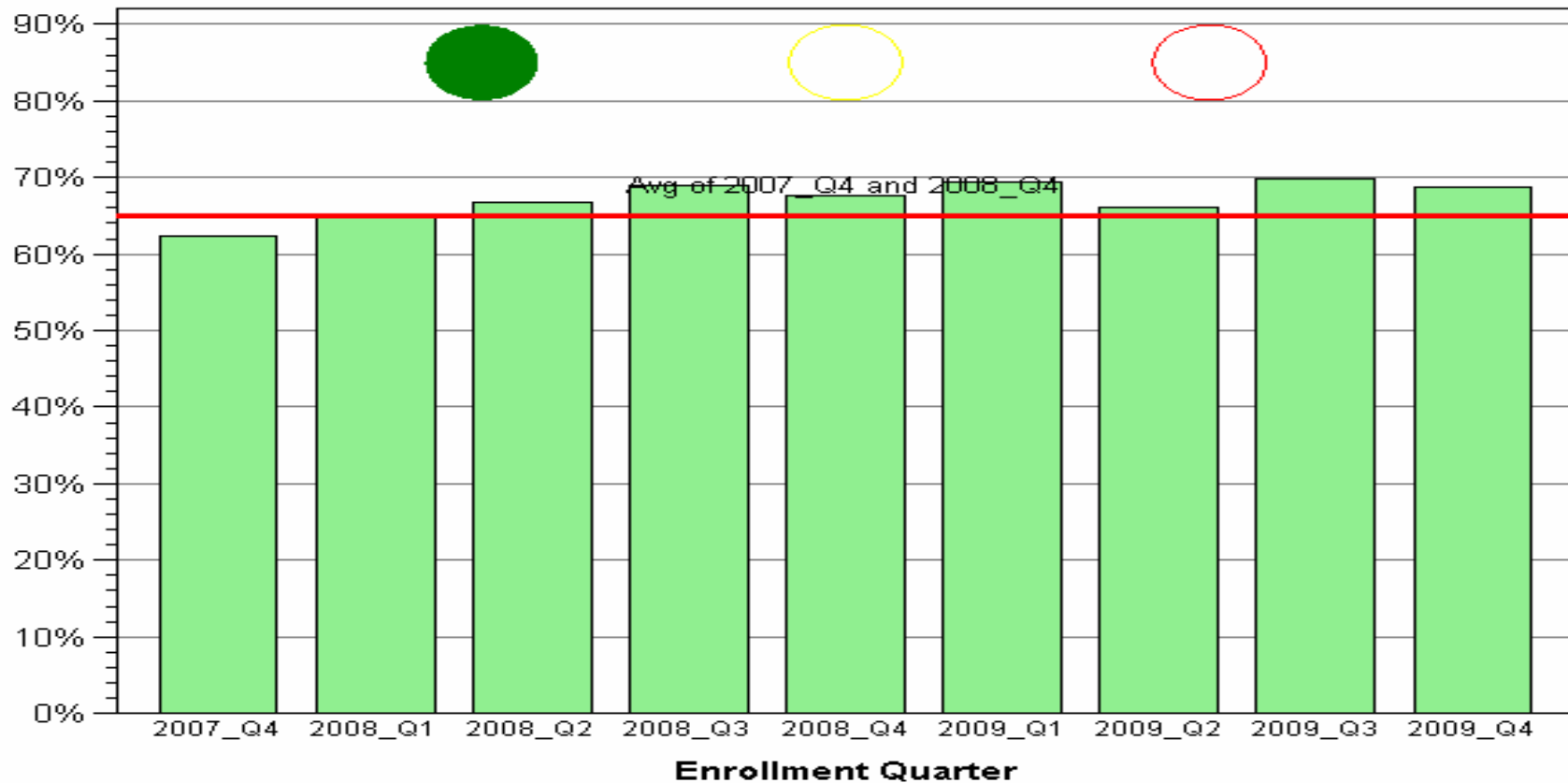
Percent With 5+ Products in First 30 Days



Metric Interpretation: Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed product codes for 5 or more unique products in their first 30 days.

Immersion

Percent With 2+ Sponsors in First 30 Days



Metric Interpretation: Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed product codes for 2 or more unique sponsors in their first 30 days.





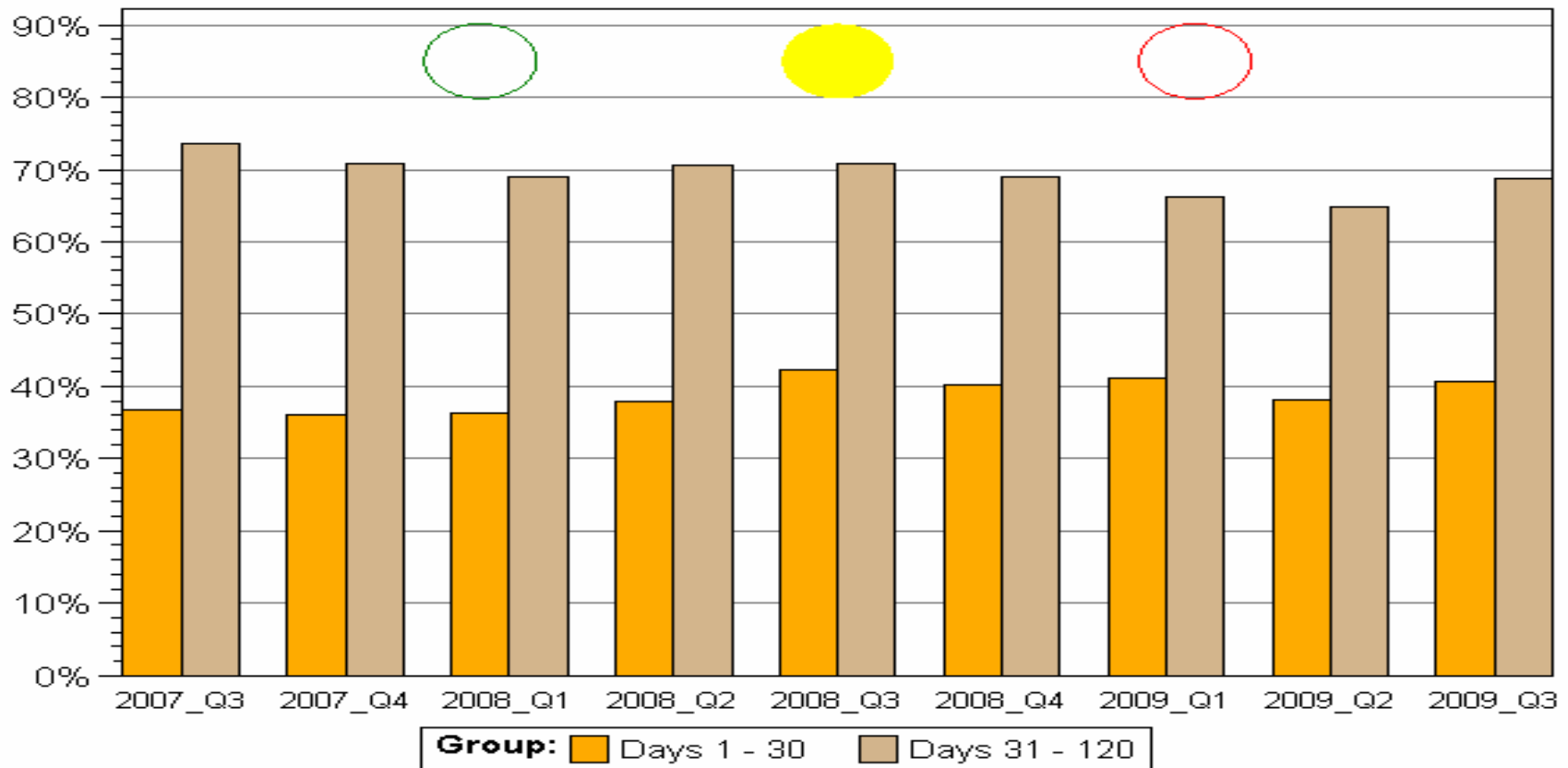
Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- **Conversion**
- Interaction
- Retention



Conversion

Percent With 5+ Different Products First 30 Days and Days 31 – 120

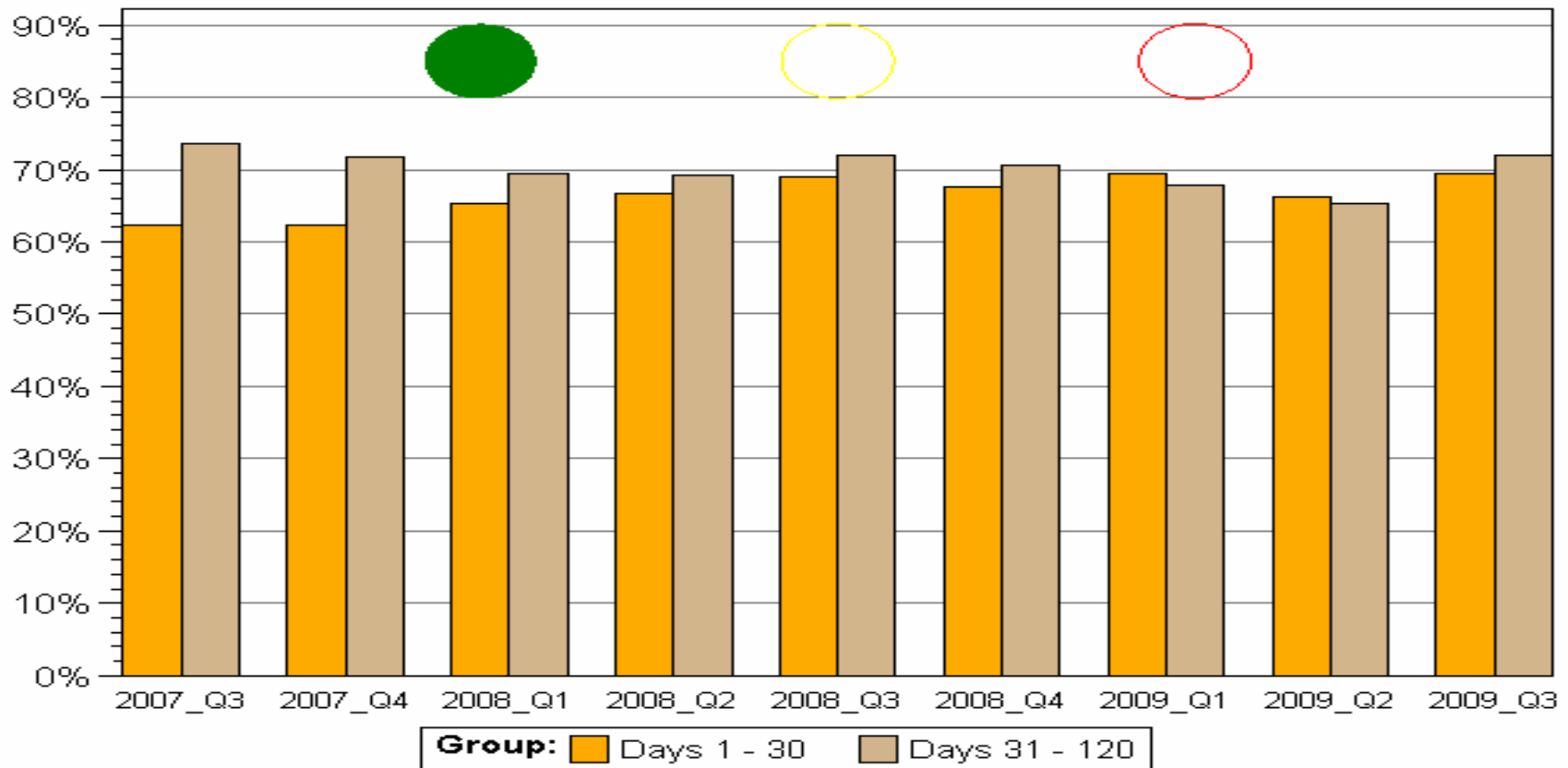


Metric Interpretation: Of the "newly enrolled" participants who redeemed product codes for 5 or more unique products in their first 30 days, what percent of those redeemed product codes for 5 or more unique products in days 31 to 120.



Conversion

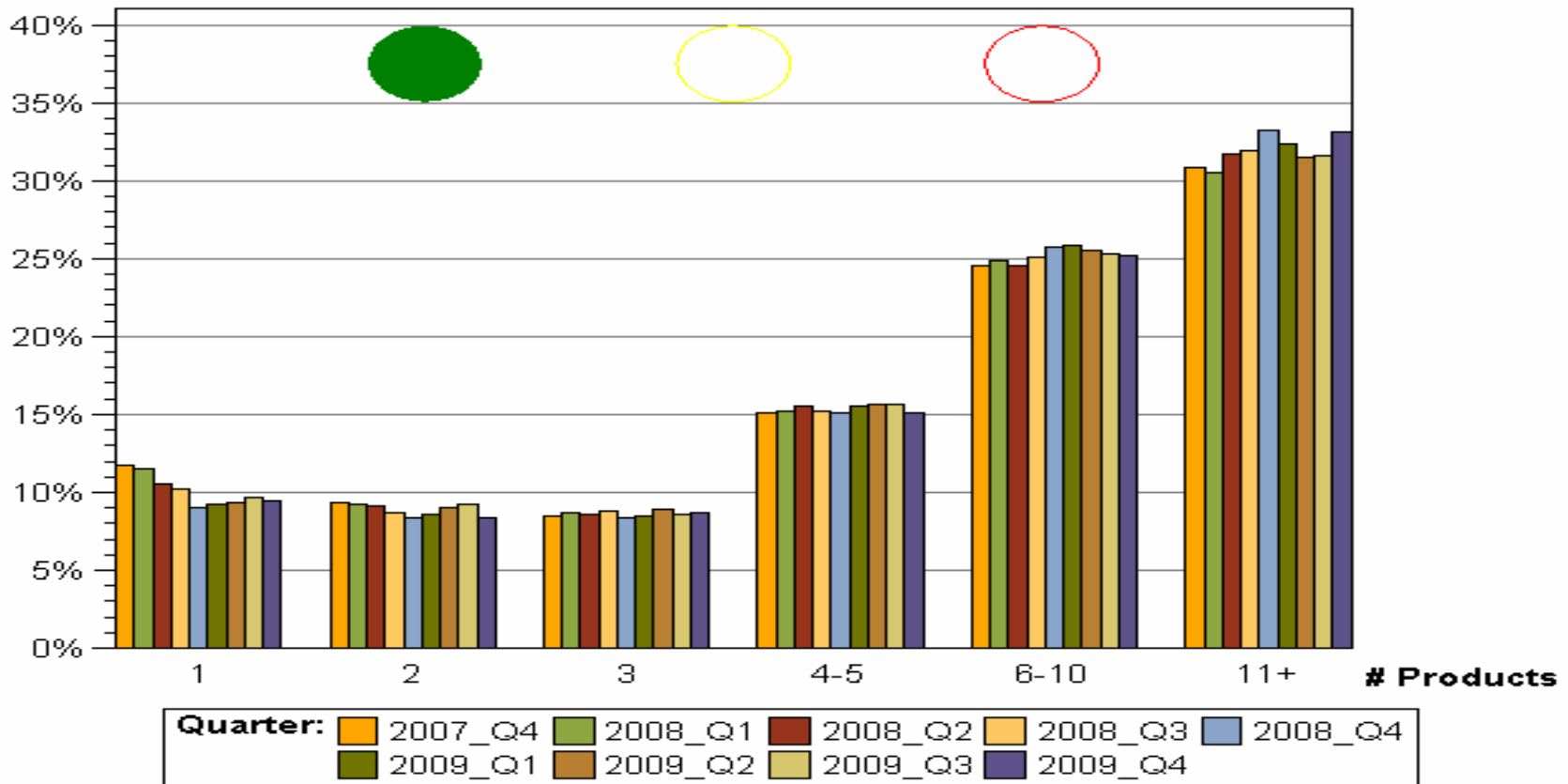
Percent With 2+ Different Sponsors First 30 Days and Days 31 – 120



Metric Interpretation: Of the "newly enrolled" participants who redeemed product codes for 2 or more unique sponsors in their first 30 days, what percent of those redeemed product codes for 2 or more unique sponsors in days 31 to 120.

Conversion

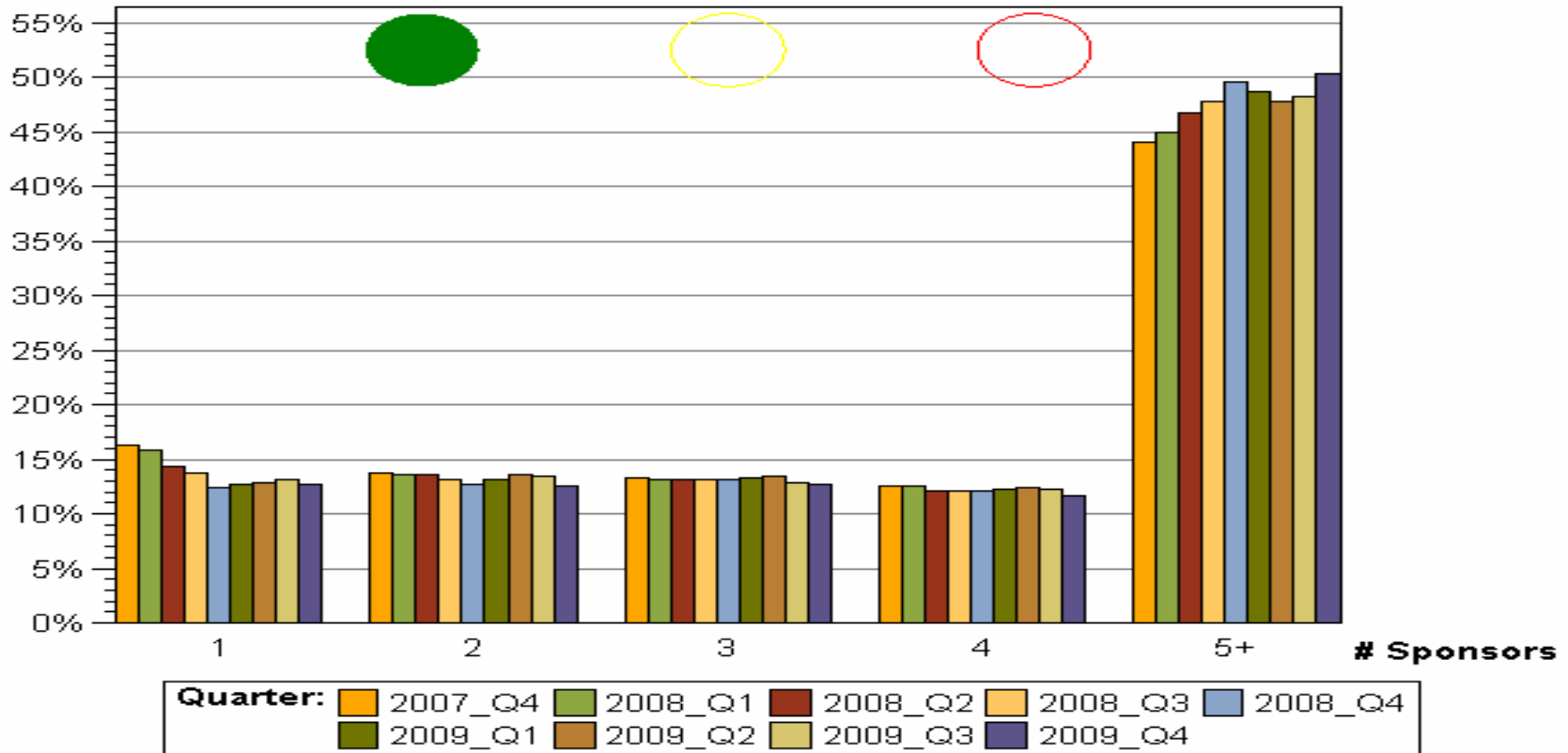
of Products Redeemed



Metric Interpretation: Of the participants who redeemed product codes each quarter, what is the percent breakdown by unique number of products.

Conversion

of Sponsors Redeemed



Metric Interpretation: Of the participants who redeemed product codes each quarter, what is the percent breakdown by unique number of Sponsors.





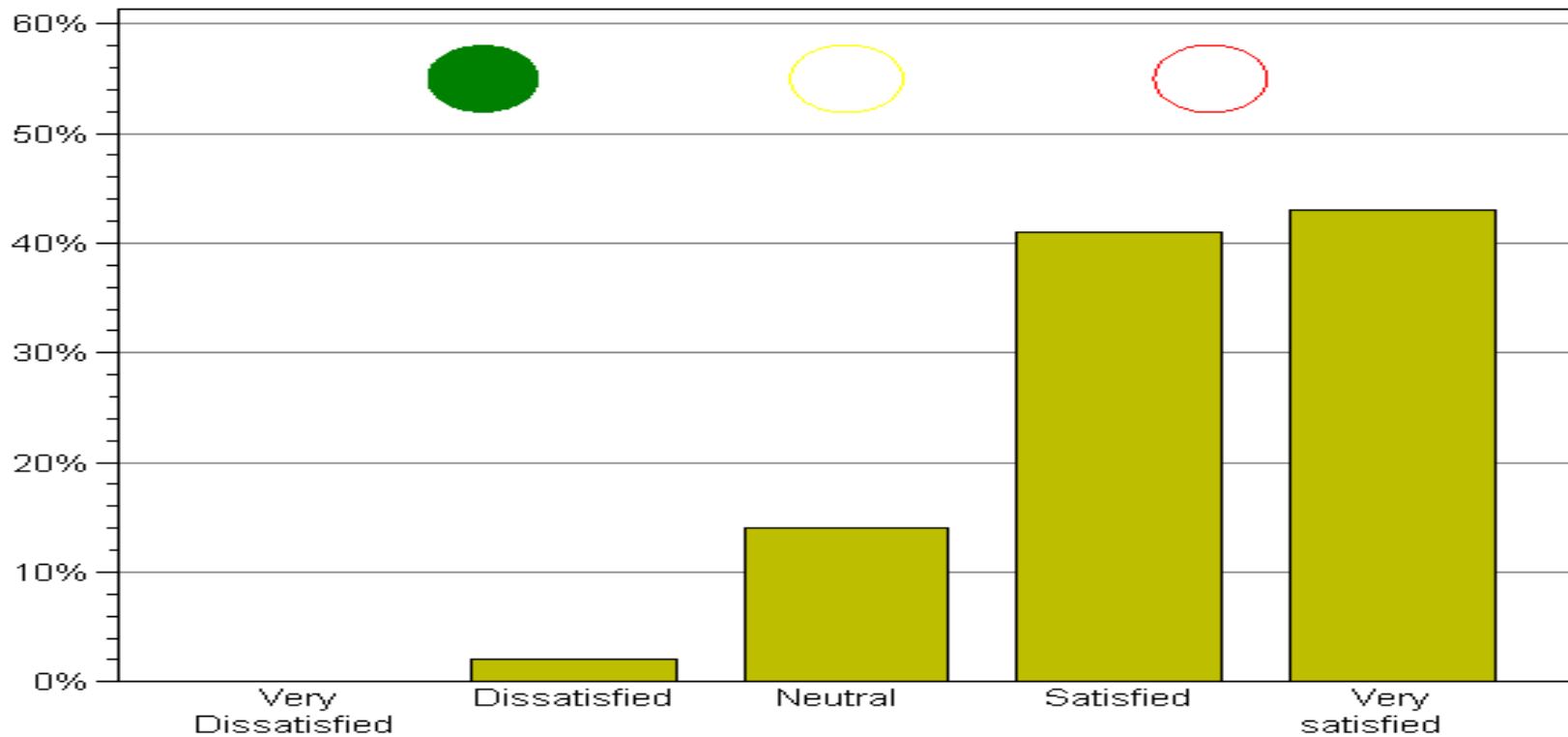
Key performance indicators

- Acquisition
- Acquisition Quality
- Engagement
- Conversion
- **Interaction**
- Retention



Interaction

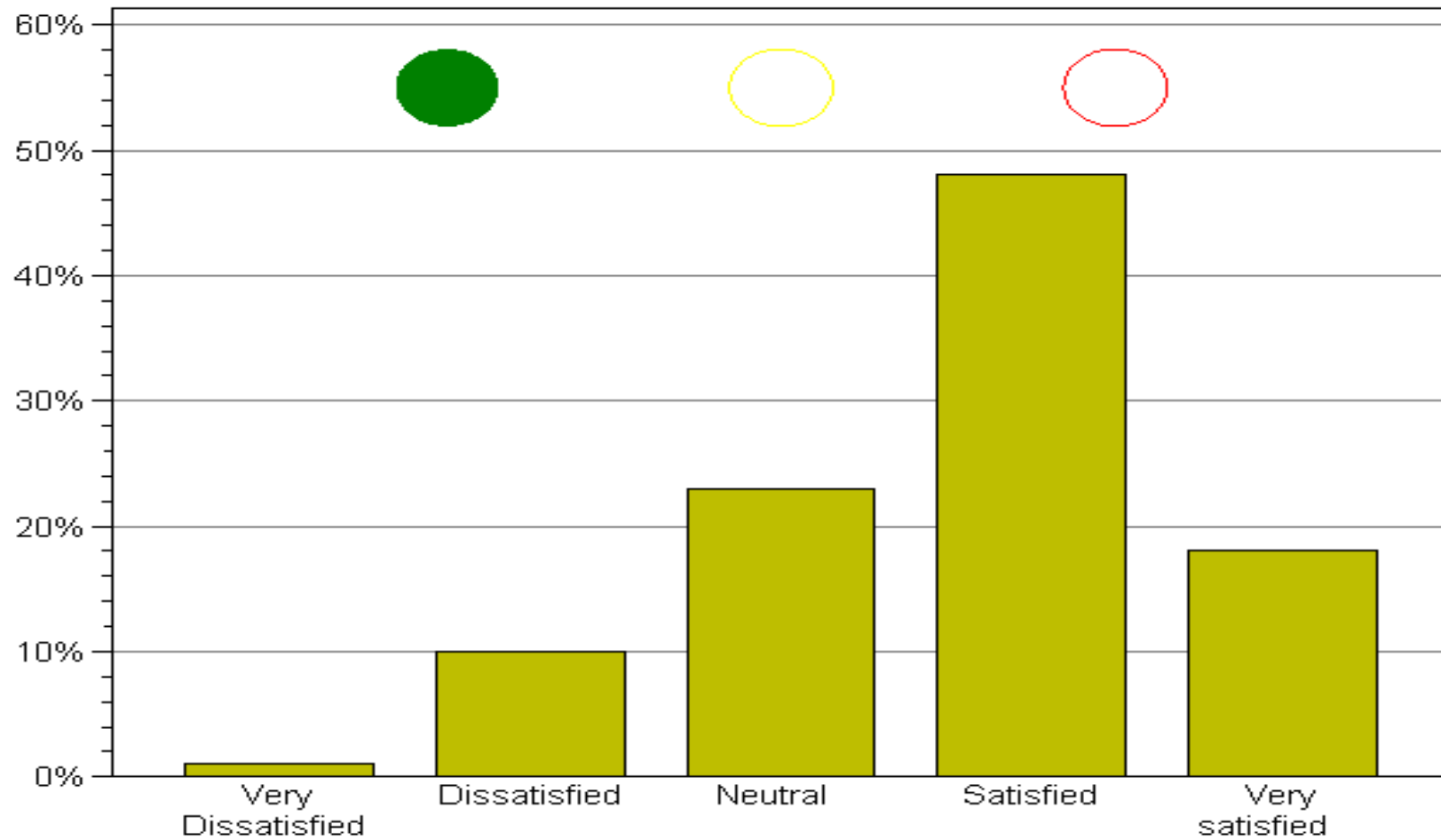
Overall FSR Satisfaction



Background: An online operator survey was completed in February 2009. Among the many issues addressed were satisfaction with Foodservice Rewards and value vs. effort. These measures indicate that while improvements can be made to the program, operators are generally satisfied with the program.

Interaction

Satisfaction with Value of Earnings in Comparison to Effort of Participation





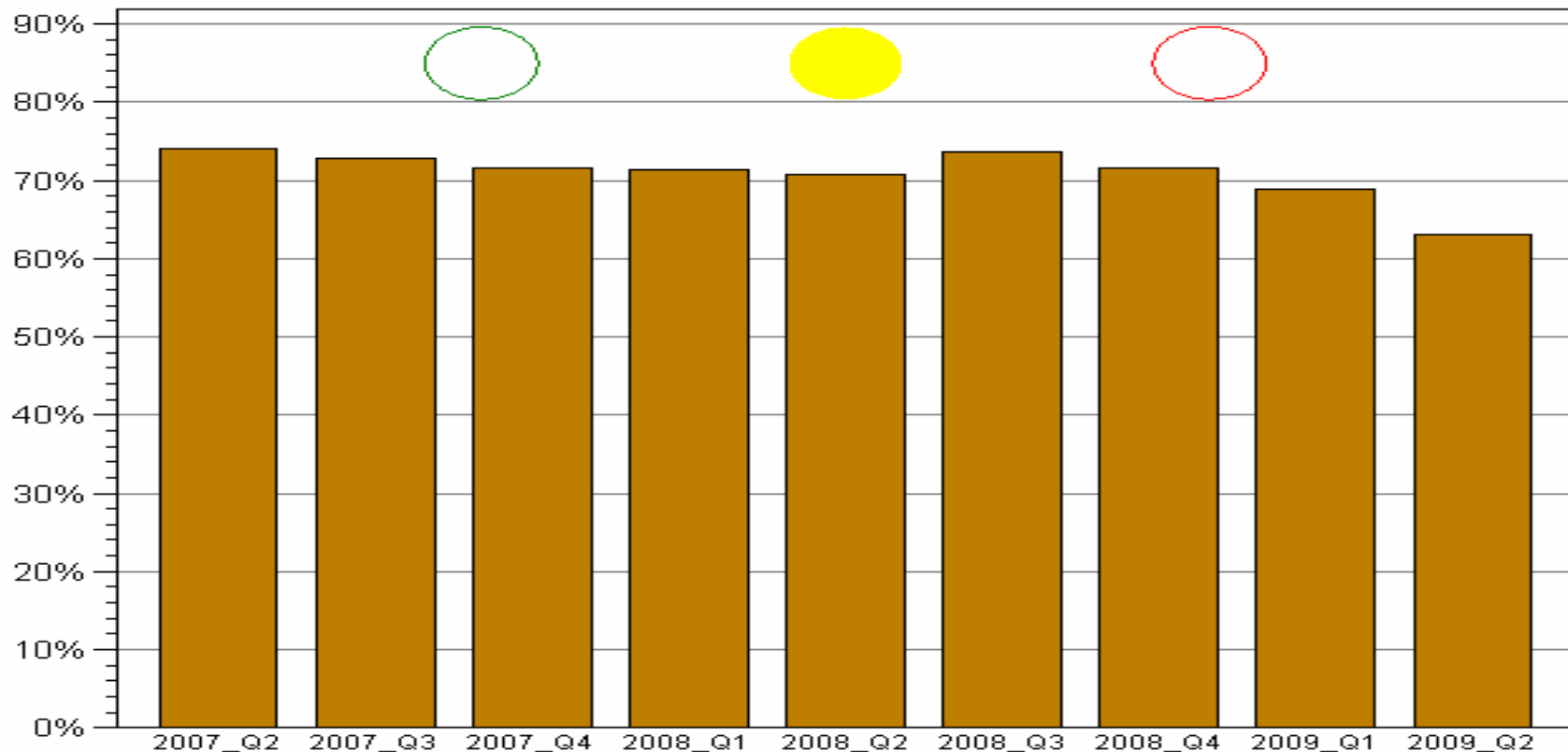
Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention



Retention

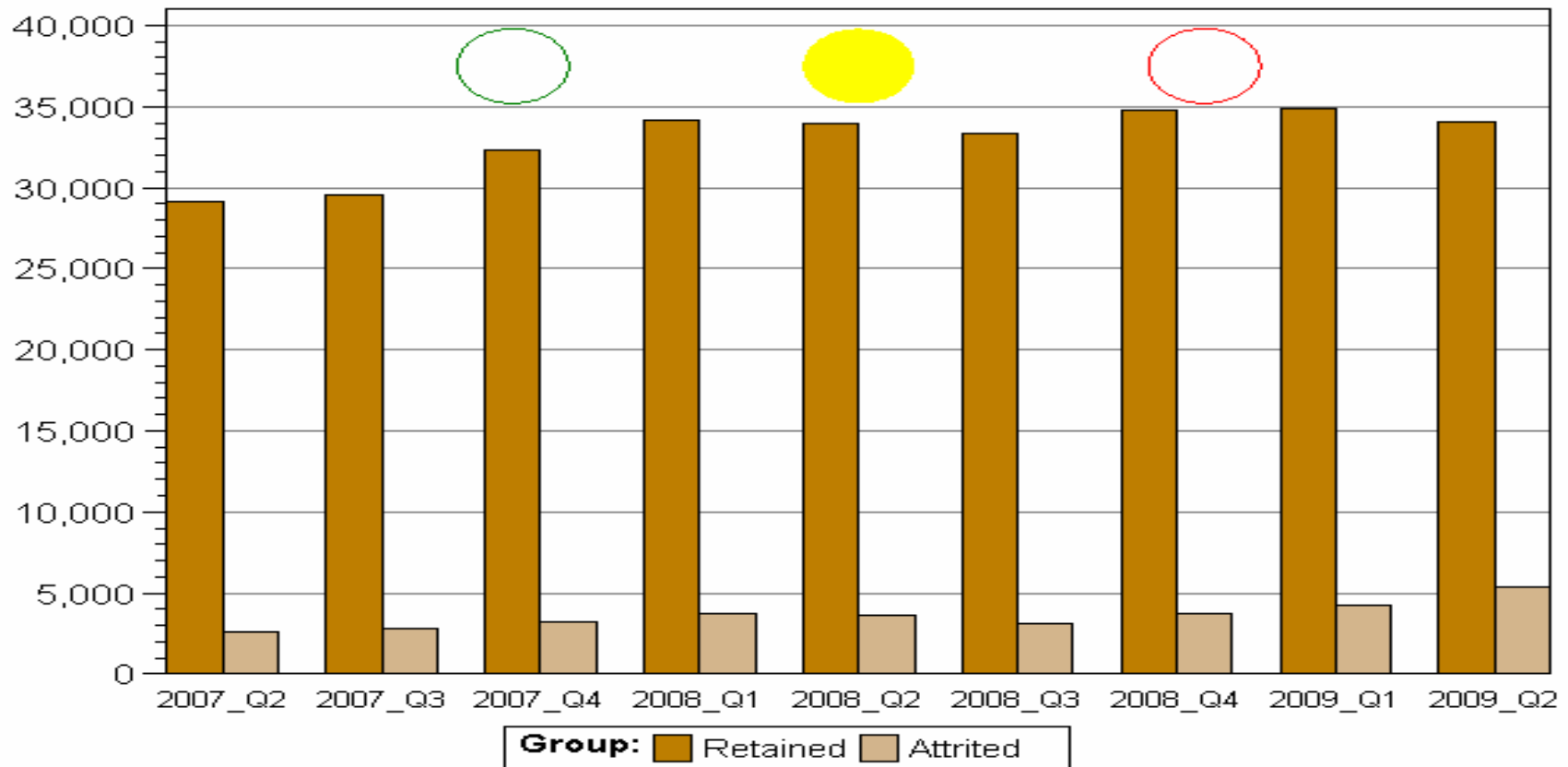
New Enrollee Retention Rate



Metric Interpretation: New Enrollee Retention is calculated by looking at a new participant's last transaction within a quarter and then looking forward to see if they had another transaction within 180 days. Once identified as having a 180 day lapse, a new participant has attrited if they never redeemed a code again.

Retention

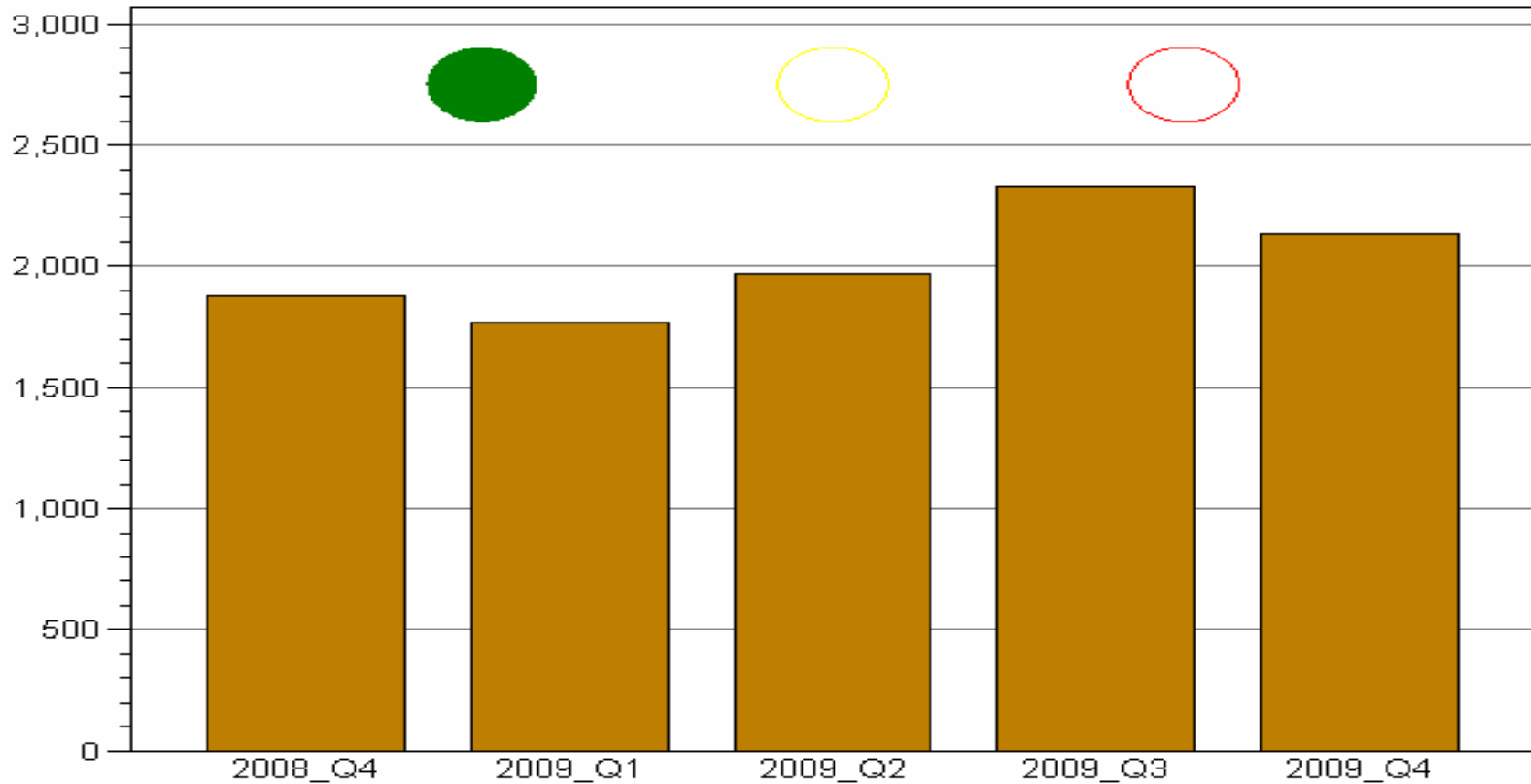
Retention vs Attrition



Metric Interpretation: The Quarterly results include Retention results for participants that Transacted in the Quarter and Attrition results for participants that Attrited in the Quarter. A participant has Attrited if they had no transactions within 180 days of their last transaction date and never redeemed again thereafter.

Retention

Winbacks



Metric Interpretation: A participant has been won back if they transacted again after being inactive for at least 180 days.

