



Foodservice Rewards Market Penetration

Through September 2010

FSR Enrollment vs Market		FSR	Market	%
<i>(Targeted Restaurant & Bar Numbers)</i>				
Business and Industry	General Business and Industry	4,856	9,985	48.63%
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Education	College/University	2,801	4,409	63.53%
	Elementary/Secondary Schools	10,717	16,925	63.32%
	Education	13,518	21,334	63.36%
Healthcare	Hospital	4,465	5,903	75.64%
	Nursing Home/Assisted Living (Long-Term Care & Senior Living)	10,490	76,644	13.69%
	Healthcare	14,955	82,547	18.12%
Other	Correctional	606	5,327	11.38%
	Military	401	466	86.05%
	Other On-Site	5,231	24,500	21.35%
	Vending/Office Coffee Service	1,688	9,000	18.76%
	Other	7,926	39,293	20.17%
Restaurant and Bar	Bars/Taverns	2,457	38,000	6.47%
	Casual/Theme/Dinner House (Full Service)	17,312	215,944	8.02%
	Fine Dining/White Tablecloth	3,563	32,072	11.11%
	Limited/Quick Service	9,870	117,353	8.41%
	Midscale/Family/Coffee Shop/Cafeteria	10,300	34,467	29.88%
	Restaurant and Bar	43,502	437,836	9.94%
Retail Hosts	Bakery	686		na
	Convenience Store	3,427	133,800	2.56%
	Other Retail	731	18,500	3.95%
	Supermarket/Deli	2,510	42,000	5.98%
	Retail Hosts	7,354	194,300	3.78%
Travel and Leisure	Airline Catering (Transportation)	77	5,291	1.46%
	Casino and Gaming	304		na
	Clubs and Caterers	1,823	10,226	17.83%
	Cruises	28		na
	Motel/Hotel/Resort/Lodging	4,488	47,000	9.55%
	Recreation	1,190	32,984	3.61%
	Travel and Leisure	7,910	95,501	8.28%
Segment		100,021	880,796	11.36%