



Restaurant.com

What's New In 2015



PHOENIX MARKETING





New In 2015

✓ Improved Consumer Benefits

- New mobile redemption right on your smartphone
- No Restrictions: now available any time, any day
- Additional Certificates: new \$5 & \$15 options
- Streamlined promotional days and discounts

✓ Enhanced Gift Cards

- Gift cards with even more appetizing images
- Mobile redemption instructions included

✓ Additional Restaurants

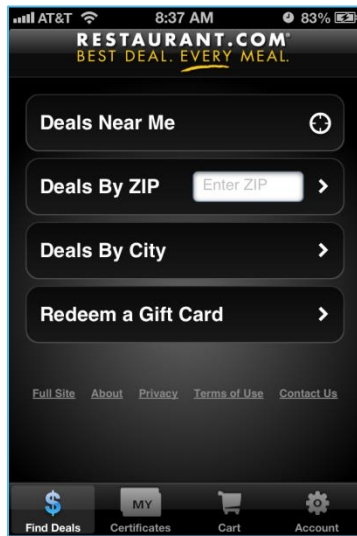
- New Telesales team adding new restaurants every day
- Growth in all US geographies



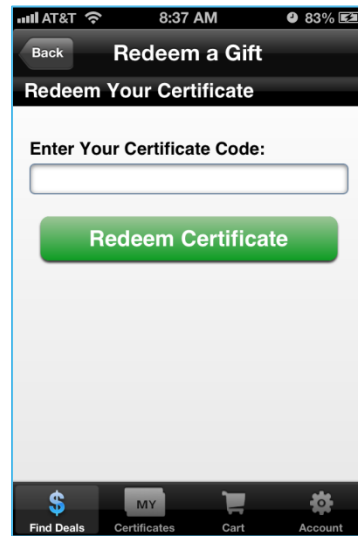


Mobile Redemption

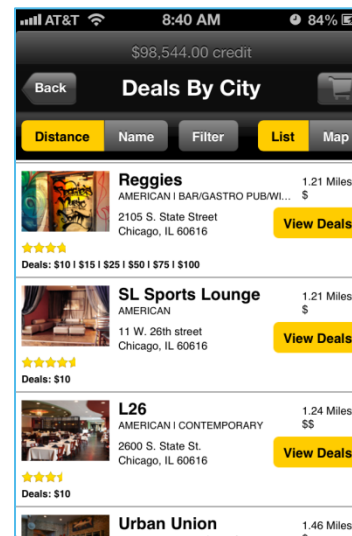
We are proud to now offer online redemption for all our clients' customers!
All that's needed is a smartphone and a 10-digit Restaurant.com code:



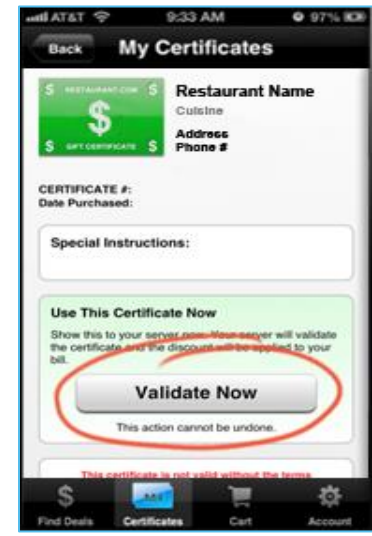
1. Select "Redeem a Gift Card".



2. Enter your 10-digit code.



3. Search for restaurants nearby using your phone's GPS, or by zip code.



4. Show your certificate right on your phone. Your server will validate the certificate right at your table.



Consumer Friendly Restrictions

Previous Restrictions:

(Hard for consumers to consume)

1. Minimum purchase of 2x the face value of the certificate
2. Valid only on certain days, weekends or holidays
3. Excluded certain menu items
4. Valid on parties of 4 or more
5. Required 18% gratuity

Consumer Friendly Restrictions:

(Easy for consumers while supporting restaurants)

1. Minimum purchase of 1.5x the face value of the certificate
2. 1 certificate per party, per restaurant, per month





Enhanced Gift Cards



NEW
in
2013!





More Certificate Options

Certificate Denominations

Certificate Value	Minimum Purchase ¹
\$5	\$7.50
\$10	\$15.00
\$15	\$22.50
\$25	\$37.50
\$50	\$75.00
\$75	\$112.50
\$100	\$150.00

Increased Consumer Options

- ✓ \$5 certificates are great for a quick lunch
- ✓ \$10 & \$15 options are perfect for breakfast or lunch
- ✓ The \$25 & higher certificates let you take the family out!

1. Minimum purchase prices are subject to change and may vary by individual restaurant or online partner.





Restaurant.com 2015 Improvements

Consumer-friendly restrictions
Mobile redemption
New Certificates
Improved restaurant partners

The Restaurant.com Brand and Value

The Incentive program your customers deserve



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Any questions – Just give me a call!

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