



The **MarketPlace Rewards Club** program is designed to reward our members for dining frequently at our restaurants. Visit [www.marketplacegrill.com](http://www.marketplacegrill.com) for participating restaurants and complete program rules.

Simply present your card each time that you dine at a participating Restaurant Management Group Restaurant and you will receive points.

### **How to become a Member**

There is a \$5 enrollment fee, which is paid at any of our participating restaurants where you will receive your \*Membership card. If you use your card three times in the first 90 days after registering we will return your initial \$5 enrollment fee plus an additional \$5 to you in the form of a Registration Bonus Reward Value on your Membership Card as a "thank you" for becoming a MarketPlace Rewards Club member.

***\*You must register your card to receive rewards or take advantage of special promotions.***

### **How to register your card**

To become a member of the MarketPlace Rewards Club Program you must register your card, either:

1. **Online** at [www.marketplacegrill.com](http://www.marketplacegrill.com)
2. **By Mail.** Mail a completed registration form to:  
MarketPlace Rewards Club Program  
P.O. Box 6850  
Springdale, AR 72766

### **How to earn points**

1. Simply present your Rewards Club membership card when paying your check and for every dollar spent, you'll receive one point

(excluding tax and tip). *Points will not be issued for Gift Card purchases.* If you use a gift card for payment, points are then issued for dollars spent (excluding tax and tip).

2. There are three levels of membership based on the number of points that you earn in a Reward year which runs April 1 – March 31.

Reach the 200 point level in the Reward year, earn **Silver status** and receive a \$10 Reward value, then a \$10 Reward value for every additional 200 points you accumulate.

Reach the 600 point level in the Reward year, earn **Gold status** and receive a \$15 Reward value, then a \$15 Reward value for every additional 200 points you accumulate.

Reach the 1000 point level in the Reward year, earn **Platinum status** and receive a \$20 Reward value, then a \$20 Reward value for every additional 200 points you accumulate.

3. Only the member who pays the bill can receive the points. Transferring points to another card is not allowed. Point totals do not carry over from year to year. Point totals are all set to the minimum point level of the membership status that you have reached at the end of each Reward year ending March 31st, so that you keep that membership status going into the new Reward year beginning April 1. After your initial Reward year of enrollment, **your point total from the previous year will determine your Member Level for that year**, i.e. during year one you accumulate at least 600 points and earn Gold Level status. During year two you retain Gold Level status for the entire year because of your previous year's point total of at least 600. During year two you accumulate only 500 points. You will be dropped to Silver Level status for year three, until you accumulate over 600 points again during year three, at which point you would become a Gold Level Member once again.

## How You Receive Rewards

1. Rewards are automatically credited to your Membership card once you have reached the appropriate point level. **Remember, you must register your card to receive rewards and take advantage of special promotions.**

2. As a Reward Club member you will also receive other rewards that will be credited to your card automatically.

**Welcome Bonus Reward** – as a Thank You for becoming a MarketPlace Rewards Club Member you will receive a **complimentary appetizer** (applies to appetizers of \$7.99 or less) at any participating **MarketPlace Grill** when you purchase two entrées of \$9.99 each or more. This is a one time reward and is redeemable for a period of 90 days from the date the reward is issued.

**Registration Bonus Reward**– Use your card **3 times** within the first 90 days after purchasing your membership and you will receive your initial \$5 enrollment fee back along with an **extra \$5**, that's a **100%** return on investment after just 3 dining visits with us! This reward can be used at any of our participating restaurants.

**Birthday Bonus Reward**–Party with your friends and family at any of our restaurants and we will discount the entire amount of your dinner check by **20%** when you present your Membership card, discount available to one check only, no separate checks. This offer is only available during the month of your birthday. You may use this benefit once each year at **one MarketPlace Grill and one MarketPlace Express**.

**Anniversary Bonus Reward** – On your membership anniversary we would like to treat you to a **complimentary dessert** when you purchase an entrée of 6.99 or more. This offer is only available for a one-time redemption at any of our restaurants during the month of your MarketPlace Rewards Club sign up date.

3. All Rewards accumulated on your membership **will expire if the card is not used for a period of six months** or **upon the stated expiration date of that reward**.

4. Rewards are not valid in conjunction with any other offers, discounts, Fun Cards or any type of promotional certificate or coupon. There may be times when you have more than one reward on your card. When this occurs you may choose which reward you would like to redeem on that particular visit. Only **one** type of reward value may be redeemed per visit. MarketPlace Rewards Club Reward Values can only be used for the purpose of purchasing food and non-alcoholic beverages. MarketPlace Rewards Club Reward Values are not valid for payments toward gift certificates, taxes or gratuities.

5. When you earn a reward it will be valid on your next visit to any of our participating restaurants. Rewards cannot be redeemed on the same visit that they are earned.

## Special Benefits

1. **Checking your points online.** For a quick and convenient access to your account information, we invite you to check your points online. This will allow you to:

- \* update your account information
- \* view transactions
- \* view reward values and much more.

2. **Email updates.** Receive special announcements, invitations, and individual store promotions planned throughout the year. This feature is only available if you choose to receive email notices when you register your card.

3. **Sweepstakes opportunities.** Periodically, you will be able to participate in a variety of contests or sweepstakes at our restaurants.

## Program Terms and Conditions

The MarketPlace Rewards Club Program is for individual customers only. Points may not be credited to business entities. Points or reward values cannot be transferred between cards. Points are earned from April 1 through March 31 of the fiscal year. Points are earned for each dollar spent (excluding tax and tip) at all participating Restaurant Management Group restaurants. Points are not issued when you purchase gift cards, however you will receive points when gift cards are used as a form of payment (excluding tax and tip). Certain restrictions apply.

To qualify for points on private party functions, you must be an active MarketPlace Rewards Club member before booking the party (points for parties are given on food and beverage only). Use your Membership card for private parties, banquets, take-out and catering. Only the person paying the bill may be credited with points for any purchases. You must present your card at the time of the purchase to

be credited with points. Points do not carry over from one year to the next.

MarketPlace Rewards Club Reward Values are not valid in conjunction with any other offers, discounts, Fun Cards or any type of promotional certificate or coupon. Only **one** type of reward value may be redeemed per visit. MarketPlace Rewards Club Reward Values can only be used for the purpose of purchasing food and non-alcoholic beverages. MarketPlace Rewards Club Reward Values are not valid for payments toward gift certificates, taxes or gratuities.

Restaurant Management Group, LLC and/or MarketPlace Concepts, LLC reserves the right to add or withdraw participating restaurants, to make changes in the rules or prizes, audit or cancel your account, or terminate the program at any time without advance notice. Federal and State tax liabilities are the responsibility of the cardholder. Program is void where prohibited by law. Applicants must be 18 years of age or older to become members. If the program is experiencing technical difficulties, RMG, LLC and/or MPC, LLC is not responsible for points unable to be accrued or redeemed during this time. RMG and/or MPC are not responsible for lost, returned, misdirected, undeliverable email or other correspondence. Employees of Restaurant Management Group, LLC and its affiliated companies and their families are not eligible for membership.

Copyright 2006, Restaurant Management Group, LLC

## **MarketPlace Rewards Club Referral Program**

Share the rewards...earn 25 Bonus Points.

Every time you refer a friend or family member to enroll in the MarketPlace Rewards Club Program, you'll earn 25 Bonus Points\*. **Bonus points cannot be awarded if the referred person is an existing Eclub member.**

Here's How:

1. Click the link below to print out the referral forms Add your name, and **email address** that you used to register your card to the forms.

2. Pass the forms to your friends and family. Encourage them to join the MarketPlace Rewards Club Program by purchasing a Member Card at any participating restaurant and registering it online.

3. Every time one of your referrals enrolls in the MarketPlace Rewards Club Program and enters your **Email address** when they register online, your account will be credited with 25 Bonus Points.

4. You can also forward an email referral to a friend and they will be given an authorization number. If they use that authorization number when they purchase a Rewards Club membership and then register their card you will be credited with 25 Bonus Points.

There's no limit to how many referrals you can make or how many points you can earn. So share the rewards of the MarketPlace Rewards Club Program and watch your points add up faster to earn Rewards values.

\*25 Bonus Points will be added at the time the new member registration is processed in the registration system. Please allow up to 7 days for the points to be applied to your account.

## **FREQUENTLY ASKED QUESTIONS**

Q. What is the MarketPlace Rewards Club?

A. The MarketPlace Rewards Club program is designed to reward our members for dining frequently at our restaurants. Remember - the key to earning points is to present your MarketPlace Rewards Club Card every time you dine with us. The more you use your card, the more you will be rewarded! Currently, you can earn Rewards Club points at MarketPlace Grill, MarketPlace Express, MarketPlace Catering, Blue Ribbon Chicken.

Q. How do I become a member?

A. You may obtain a Rewards Club Member Card by paying a one-time enrollment fee of \$5 at any participating restaurant. To activate the card you must complete a simple registration process by visiting [www.marketplacegrill.com](http://www.marketplacegrill.com). Remember, you must register your card to receive rewards!

Q. Why should I give you my email address?

A. This is our primary form of communication to you regarding your account. Whenever you earn Rewards or special privileges we can

communicate with you quickly. *Furthermore, your privacy is important and we will not share your personal information with anyone.*

Q. Why should I use my card 3 times in the first 90 days?

A. Because you will get your original \$5 enrollment fee and a Bonus Reward Bonus of \$5 in the form of a \$10 Reward Value plus earn points quickly toward Silver, Gold, or Platinum level status.

Q. What are the advantages of attaining Silver, Gold, or Platinum Level Membership?

A. First, you'll earn larger reward values as you reach each level of membership. Second, there will be special benefits and promotions available to Gold and Platinum members only.

Q. Can I earn MarketPlace Rewards Club Points for a private party or catered events?

A. Absolutely, but you must be an active MarketPlace Rewards Club member before you sign the contract or book the event. It's a great way to build up points fast. A few restrictions apply, so check your Program Terms & Conditions.

Q. Do I earn points when I purchase gift cards?

A. Sorry, you do not earn points when you purchase gift cards, however if you receive a gift card and use it for payment you will receive a point for every dollar spent (excluding tax and tip).

Q. How do I know how many points I have?

A. You may check the points online at our website or you can present your card to the staff at any participating restaurant and ask them for your account balance.

Q. How do I redeem my points?

A. You do not have to track anything! All redemptions are done automatically and credited to your card. Whenever you earn a Reward Value just bring your card with you the next time you dine with us and we will redeem it on the spot toward a food or beverage purchase. There may be times when you have more than one reward on your card. When this occurs you may choose which reward you would like to redeem on that particular visit. Only **one** type of reward value may be redeemed per visit. In addition, rewards cannot be redeemed on the same visit that they were earned.

Q. What happens to my points at the end of the Reward year?

A. The Reward year runs from April 1 – March 31. Because points do not carry over from year to year, you must reach certain point totals to earn Reward Values. Once those Reward Values are earned and placed on your card they will only expire if you do not use your card for a period of six months. Remember, some Reward Values have shorter redemption periods that are stated in our program rules. In addition, you do get to retain your membership status level that you achieved in the previous Reward year for the upcoming Reward year. See 3. under How To Earn Points for a further explanation.

Q. Can I earn MarketPlace Rewards Club Points when someone else at my table pays the bill?

A. Sorry, MarketPlace Rewards Club Points are earned only when the Card Holder pays the bill. (And remember, tax and tip don't count.) But you can earn 25 Bonus Points per person when your tablemates enroll in the program.

Q. How do I refer someone in order to earn bonus points?

A. There are two ways to refer people in order to earn bonus. First, tell them to use your email address when they register and you will automatically receive bonus points. Second, you can forward a referral email to your friends when you register your card and they will be given an authorization number to use when they purchase their membership. When they register their card you will receive bonus points. Either way, refer as many people as you want and receive bonus points that will convert to Reward values on your account.

**Bonus points cannot be awarded if the referred person is an existing Eclub member.**

Q. Can two members of the same household share one MarketPlace Rewards Club Account?

A. Sorry, only one member per account is allowed at this time.

Q. What happens if I lose or misplace my card?

A. Notify us immediately and we will be happy to replace your card.

Q. What are the advantages of accessing my account online at [www.marketplacegrill.com](http://www.marketplacegrill.com)?

A. In summary, here are a few of the more popular features you can enjoy online:

- Check your Account Balance anytime, including restaurant visits and dollars needed to reach next level
- Change your Member Profile (update address, add your email, etc.)
- Give us feedback on your dining experiences.
- Learn about new features, promotions and privileges of membership.