IF THE MOST IMPORTANT ASSET TO A BUSINESS IS CUSTOMER LOYALTY, SHOULDN'T YOUR LOYALTY ENGAGEMENT STRATEGY BE A LION AMONG CUBS?

LOYALTY IS SERIOUS BUSINESS. The Stakes are Too High to Screw up.

FACT: The difference between flawed design and optimal design is hundreds of thousands of dollars a year in LOST sales that will NEVER be recovered for smaller firms, millions for larger firms.

COMPANY BIO AND VALUE PROP

Bowling Rewards is owned and operated by Loyal Patron, a technology firm that is hyper-focused on driving customers back more frequently and inspiring new customers to patronize your business. At a high level, we do three (3) things extraordinarily well:

1. Collect customer data quickly and accurately that is uploaded to your private database.
2. Appreciate customers with personalized value in currency they actually understand.
3. Communicate with customers on an on-going basis with relevant and automated campaigns.

BOWLING REWARDS

Powered By: Loyal Patron

ABOUT OUR HOST PLATFORM

In Operation Since: 2005
# of Locations Installed: 782
Doing Business In: United States, Puerto Rico, Canada, United Kingdom, Australia
# of Registered Patrons: 478,125
Sales Volume: $166,692,142 ($54.6M in 2014)
# of Customer Visits: 6,878,832 (1.9M visits in 2014)
Gift Loads: $6,765,187.95 ($1.55M in 2014)
Gift Redemptions: $5,231,283.52 ($1.2M in 2014)
Gift Breakage: 22.7%
Earned Rewards: $14,209,463 ($4.2M in 2014)
Total Rewards (Loaded + Earned): $20,305,457 ($5.27M in 2014)
Rewards Redeemed: $12,639,228 ($3.8M in 2014)
Reward Breakage: 37.8%

**Data displayed as of 12/31/2014*

STRATEGIC PARTNERS

VeriFone · iVisionMobile · POSitouch · eMobilePOS · SendGrid · micros · EQUINOX · towerdata · iPhone iPad · intercard

Servers hosted by Softlayer, an IBM Company | SOFTLAYER

Bowling Rewards offers a myriad of loyalty engagement services—all accessible from a single logon ID. It's the most robust gift and loyalty program in the market today. Partnering with Bowling Rewards allows you to operate an easy-to-use gift and cash back rewards program that includes the immediate real-time redemption customers love. In addition, you get automated event triggers that send traffic-driving messages to your customers throughout the year—all on auto-pilot.

You can run Bowling Rewards **with OR without plastic cards** and **with OR without POS system integration**.

Basic Features Include:

- **Gift and Rewards**: Process unlimited gift and reward transactions simultaneously on the same card or cardless ID.
- **Unlimited Database Building**: Includes mobile keyword for super-fast enrollment by smart phone with email address and mobile number authentication.
- **Automated Email Marketing**: Sends thank you notes the day after a visit and personalized birthday and anniversary promotions on AUTO-PILOT.
- **Bonus Event Promotions**: Create activation bonuses and DOUBLE and TRIPLE cash back rewards days during select time periods with complete automation.

Advanced Features Include:

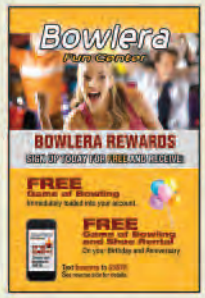
- **Widgets Balance**: Add a 3rd balance for tracking items or services in single integer format (1, 2,) as opposed to currency (e.g., "Games," "Appetizers") and open up new marketing strategies.
- **Premium Automated Emails and Bonus Events**: Features expanded template library for major holidays (St. Patrick's Day, Cinco de Mayo, etc.) days since last visit, top customers and more!
- **Traditional Email Marketing**: In addition to automated email campaigns, send emails the traditional way by building and scheduling a campaign to subscribers with unlimited campaign sends.
- **Cause Marketing**: Fundraising module that connects merchants with local non-profits to drive business and donations with 100% accountability and transparency.
- **Mobile Marketing**: Create and schedule text campaigns to opted-in customers within seconds.
- **Survey and Insight Solutions**: Turn on our built in survey module to collect, analyze and report customer responses to improve business performance and proactively address feedback.
- **Membership Marketing**: Create free or paid memberships to customers a la Costco with tiered benefits to drive insane frequency.

iPad iPhone eMobilePOS micros VeriFone POSitouch

BOWLING REWARDS

SIMPLE ENROLLMENT BY SMART PHONE

There is no easier and faster solution for enrolling a mass number of customers into your loyalty program and that includes mobile app only solutions. Most consumers want speed and convenience and don't want to fumble through searching an app store. Here's how our enrollment process works:



1. Our graphics specialists create a customized table talker, poster, or floor display that works for your retail space where we can advertise the virtues of joining your loyalty program.

2. Patron sees the advertising either in-store or digitally from email or social media (i.e., Facebook, Twitter) and texts your unique keyword (i.e. CRISPY) to 55678 from their smart phone.

3. Patron receives a response to unlock rewards and completes registration by tapping a link from their phone. The quick and easy registration process collects name, mobile #, email address, birthday, and anniversary (optional). The fields displayed, required or hidden can be customized.

The mobile number and email address collected during registration are validated through **TowerData**, a 3rd party database to ensure accuracy and legitimacy. towerd@ta

4. Patrons have the option to enter a physical card ID during registration if your business circulates cards or can leave the card ID field blank (or hide it completely) and activate a cardless account identified by the patron's mobile phone number. Patrons can even select whether they are a league bowler and choose the league(s) they belong for later subscriber list segmentation.

5. Upon registering, patrons will earn an activation bonus in the form of a fixed reward (i.e., $5 or $10) or maybe a couple free games of bowling.

   Furthermore, patrons will earn special bonuses on their birthday (even anniversary) with automated emails going out on auto-pilot to hype up expiring bonuses and bring your customers into the facility much more frequently.

Loyalty Account Registration

Complete this easy form to unlock rewards and get a 3 Games Bonus!

First Name:*
Jim

Last Name:*
Parker

Password:*
******

Verify Password:*
******

Email:
jparker@yahoo.com

Mobile:*
310-245-9754

Card ID:

From the back of physical card, if available.

League Affiliation(s):
Monday Marauders ...

Birthday:
October 4

Get $10.00 on your birthday!

Anniversary:
May 23

Get 2 Games on your anniversary!

Register

TRY OUR MOBILE ENROLLMENT PROCESS YOURSELF

See how easy it is to enroll new customers. Text "**BUDBOWL**" to **55678** to demo Bowling Rewards mobile-optimized registration process from your own smart phone. Text **BAL** for balance. Text **WIPE** to delete your profile.

Learn more bowlingrewards.com

TRANSACTION PROCESSING

Gift, Rewards, Games and Fundraising on Single Card or Card-less ID

OVERVIEW

Our world class host system offers gift card processing capabilities with the added convenience and benefits of cash back rewards, optional widgets and fundraising applications on the same card or card-less ID. For proprietors running card-less, the patron is identified by their **mobile phone** number once they activate their account.

Card-Based Solutions

OR

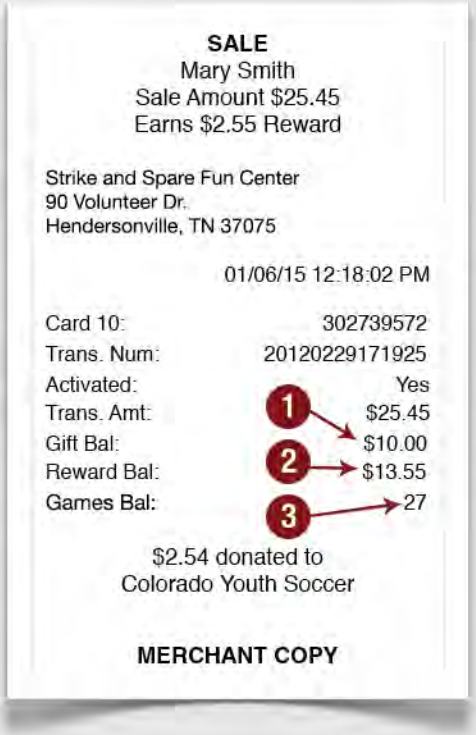
517.708.7420
Card-less Phone Number Convenience

Each card or card-less account is capable of holding three separate balances. Here is what they mean:

1. **The Gift Balance**: The Gift Balance is charged up with value when patrons buy a gift card from your facility or load their account with value in advance based on a gift promotion. Gift value can be redeemed immediately by patrons and works exactly like any gift card they have ever used in the past.

2. **The Reward Balance**: The Reward Balance accumulates for lots of different reasons, including receiving a cash bonus when patrons activate their account or just because it's your customers' birthday, anniversary or even Labor Day. Patrons also receive rewards when they present their card or mobile number at checkout based on a percentage of the sales ticket.

3. **The Games Balance**: The Games Balance shows how many games of bowling are available in the patron's loyalty account that can redeemed at the front desk. Similar to rewards, games can also accumulate for all kinds of reasons such as birthdays, holidays (e.g., New Year's Day, Cinco de Mayo), or maybe because your customer was among a center's top spending visitors last month. When buying an optional premium membership, customer accounts might be funded with dozens, even hundreds of games with a redemption limit of 1 or 2 allowed per day.



TRANSPARENCY IS GOOD FOR BUSINESS

We know proprietors already have enough to keep track of, so rewards are always issued in straight-forward cash currency (i.e., $10.00) rather than confusing points. Customers appreciate this level of transparency and pay it forward with increased frequency, sales and average tickets. Transparency in rewards currency leads to higher patron engagement and that's good for business! Who wants a loyalty program both customers and clerks don't even understand? Keep it simple and watch profits grow.

TRANSACTION PROCESSING

Gift, Rewards, Games and Fundraising on Single Card or Card-less ID

WIDGETS ARE AWESOME!

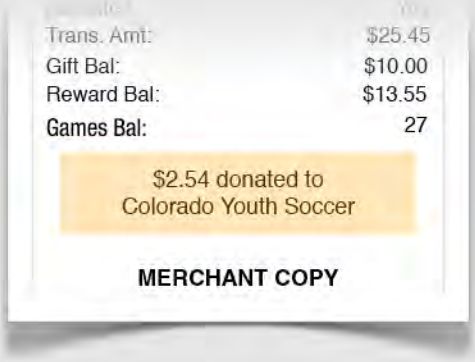
The widget balance opens up a world of promotional marketing possibilities for both free loyalty accounts and paid memberships. The Widget "name" is customized by each proprietor and represents a low cost item available for redemption that is not currency based. Typically, the widget balance is coded for 'Games' (of bowling) but it could be changed to 'Lazer Maze', 'Appetizers' or 'Item of Choice' for which a center might load patron accounts for future redemption. Similar to rewards, widgets can accumulate for all kinds of reasons such as birthdays, holidays or maybe because the customer was among a store's top spending visitors last month or because they haven't visited in the past 90 days. Prepaid marketing strategies abound and proprietors can package widgets with programmatic redemption limits enforced at checkout such as 52 Games loaded on a patron's account with limit of 1 redemption allowed per week with paid shoe rental purchase.
NOTE: Widgets not available on Micros and POSitouch.

DATABASE BUILDING CONTROLS

Customers do not need to activate their account or paid membership in order to redeem gift value but do need to activate it in order to redeem rewards and widgets (if enabled). This neat feature helps merchants continuously grow their customer database for future marketing communication. It also helps convert gift card recipients into loyal customers while saving money on plastic so patrons can continue to reuse their gift card for ongoing reward earning opportunities.

FUNDRAISING

Did you notice the footer message on the printed receipt on the previous page? It shows this customer's account is affiliated with a local fundraising organization. This means that every time she spends money with this merchant, a percentage of the sale is donated back to a local charitable organization. Donation rates average between 3 percent and 10 percent of the sales ticket, so it's nothing to sneeze at. Patrons can link their loyalty account with an available fundraiser during the registration process or when signing into their account online.



EXPERIENCE THE AUTOMATED MARKETING MACHINE

All Done With Our
PAPERLESS DATABASE BUILDER

Set it and Forget it COMMUNICATIONS!

- Thank You Notes
- Birthdays
- Anniversaries
- Major Holidays (St. Patrick's Day, New Years, etc.)
- Days Since Last Visit
- Top Customer Appreciation
- Membership Renewal Notices

Upgrade Email Marketing and Deliver Customer Value WITHOUT Discounting Nor Lowering Prices

Still manually creating subscriber lists and building email marketing campaigns the traditional way? If increased customer visit frequency is what you're after, look to **Bowling Rewards Automated Email Marketing Machine**. With just a few mouse clicks, you can set up a year-long automatic campaign to particular customers on specific days and increase your traffic. Your customers will love receiving such personalized messages as a $10 birthday reward or triple cash back for St. Patrick's Day. You'll love being able to set individualized redemption expiration dates in a system that's entirely paper-free. No coupons. No photo IDs. You don't even need plastic cards—Bowling Rewards can run on mobile phone numbers alone. How's that for efficient?

Set it and forget it with Bowling Rewards.

Learn more **bowlingrewards.com**

TRADITIONAL INTEGRATED EMAIL MARKETING

BECAUSE INTEGRATION MATTERS

BOWLING REWARDS

In addition to Automated Email Marketing which sends campaigns to customers on auto-pilot, we offer the more traditional style of email marketing where campaigns are manually scheduled for delivery. The Traditional Integrated Email Marketing module works just like any third-party email marketing platform you may have used before, but with a simpler interface. This module's library features dozens of stock campaigns and re-brandable campaign templates for manually creating and scheduling a traditional HTML email campaign. Our Creative Services department can quickly customize and rebrand any template you need (typically with same-day turnaround).

FEATURES INCLUDE:

- Accessible from the same login ID as your existing loyalty account. No 3rd party vendor needed.
- Features a library of industry aligned marketing templates with proven promotional content that is easily editable and ready to send within seconds.
- Includes unlimited email marketing send volume under fixed monthly fee.
- Email delivery handled through SendGrid, a professional Email Service Provider.
- Imported lists are validated through TowerData, a 3rd party database, for legitimacy.
- Optional deactivation of loyalty accounts when an invalid email address is detected helps keep data accurate.

In association with

SendGrid towerdata

Learn more bowlingrewards.com

SUPPORT YOUR LOCAL COMMUNITY WHILE GETTING PAID TO DO IT

Bowling Reward's Cause Marketing and Fundraising module helps centers connect with local non-profit organizations and offer donations only **AFTER** members spend money at your business. It's pay-per-sale advertising at its finest while encouraging full-price ticket sales. Unlike traditional fundraisers that might be limited to a one-day or one-week campaign, our system attracts fundraising business every day of the week, all year round.

Here's the Gist

1. EITHER circulate special fundraising cards to one or more local non-profits seeking to raise funds OR open up fundraising to ALL your customers and allow patrons to select a local non-profit during the registration process. Cards optional.

2. As patrons use their card or mobile number at checkout to record sales, a percentage of the sale is electronically recorded as a donation to the patron's local cause and printed on the transaction receipt and in the next day's automated thank you note email.

3. Your business cuts checks on an agreed-upon schedule directly with the local non-profit according to donation reporting from the Bowling Rewards system.

100% Accountability and Transparency

One of the greatest features of Bowling Reward's Cause Marketing and Fundraising module is the ability for merchants to issue non-profit leaders a login ID to access their account online. This account allows non-profit leaders to audit donations and sales activity to the penny from their group's patronage at participating merchants in real-time on demand. In today's era of Wall Street corruption, graft and lack of accountability, helping business owners partner with local non-profits in a manner that builds trust cannot be overestimated. Transparency is good for business and opens doors that would not otherwise be available.

Learn more **bowlingrewards.com**

BOWLING REWARDS

EXPERIENCE THE

MEMBERSHIP MARKETING MACHINE

All Done With Our
PAPERLESS DATABASE BUILDER

All Aboard the Member Ship!

- Create New Revenue
- Boost Repeat Sales
- Lock-in Customer Loyalty
- Build a Database You Own
- Protect Price Points
- Eliminate Discounting

Get Paid in Advance for Increasing Sales and Frequency

Why pay for advertising and hope it brings you business when you can get paid in advance for guaranteed results? Bowling Rewards membership module works 24/7 virtually on auto-pilot to bring in revenue using both online and offline marketing strategies. Our membership sales strategy is designed to increase frequency without lowering prices or discounting.

Replace Discounting with Value, Customer Appreciation and Personalization

From Kids Summer Passes to VIP Platinum memberships, imagine creating your own irresistible memberships inside your facility expertly designed to increase frequency that are either sold or made available for free to your customers. We'll even help you sell them online from your website and social media.

Sample Membership Ideas

Break Point Alley
Breakaway Membership

Buy Now
$20.00
($600 value)

The Breakaway membership gives you 10 FREE games per month for just $20 per YEAR, plus $5 on your birthday, $5 on your anniversary and extra holiday rewards year-round.

Playdrome
Kids Summer Pass

Join Now
$0.00
($1000+ value)

Get 200 games loaded all Summer long with a limit of 2 games allowed per day plus 20% cash back rewards on all bowling, billiards and snack bar sales.

Hwy 61 Roadhouse
VIP Club

Buy Now
$20.00
($520 value)

Receive 100 free items (choose from appetizers, desserts or kids meals) limit 1 free item per day, plus 20% cash back rewards daily, $10 birthday rewards and $10 on your anniversary.

Although earning extra revenue out of thin air from membership fees is great, the far more profitable long-term benefit of a membership marketing strategy is increased frequency. You see, unlike “Daily Deals” that encourage one-time visits and require deep discounts, Bowling Rewards memberships create ongoing increased frequency by delivering low-cost benefits customers find valuable. That way, they want to return again and again during their membership cycle. The system creates this traffic boost without discounting or lowering prices. It’s an absolute game-changer for your top and bottom lines.

Learn more **bowlingrewards.com**

INTEGRATED MOBILE MARKETING

BECAUSE INTEGRATION MATTERS

Bowling Rewards offers built-in, permission-based mobile marketing campaign software which integrates directly into the gift and loyalty platform. We use a professional mobile marketing vendor, iVision Mobile, to handle text delivery behind the scenes to ensure optimal delivery in accordance with latest mobile marketing regulations.

BOWLING REWARDS

In association with iVisionMobile

INTEGRATION ADVANTAGES

- Automatically capture official opt-in requests at the point of loyalty account activation.
- Increase data quality with expanded registration profiles (name, email, birthday, etc).
- Automatically load rewards or widget value (Free Appetizers, Games, etc.) into patron accounts upon opt-in or loyalty account activation.
- Automatically send thank-you texts after the very first sale with a friendly opt-in request.
- Query the database for creating targeted mobile marketing subscriber lists.

Sending the right message to the right person at the right time is not only more profitable, it can help businesses protect value and wean customers off expectations of lower and lower prices. Today's marketers simply cannot achieve this level of automated communication from non-integrated third-party applications. Integration matters—and that's exactly why integrated mobile marketing is bundled inside our marketing ecosystem.

Simply click **Mobile Marketing** from inside your loyalty account, type in your message, select subscriber list and schedule campaign for delivery with point and click efficiency. **IT'S THAT EASY.**

LEMONATOR 365

CUSTOMER FEEDBACK AND STAFF INSIGHT SOLUTIONS

Get inside the minds of your customers with our real-time customer feedback application. Survey, collect and respond to customer comments before they hit social media and turn sour lemons into lemonade. The Lemonator feedback module is integrated directly into your gift and loyalty ecosystem. That means you can access it from the same login ID and even setup a special reward bonus after customers take the time to complete your survey.

Now Integrated With:

BOWLING REWARDS

SURVEYS | REPORTS | SOCIAL | JUICY REVIEWS

SURVEY INSIGHTS

Total Surveys Yesterday: 57
Total Lemons Yesterday: 2

Total Surveys Last 7 Days: 341
Total Lemons Last 7 Days: 9

Total Surveys Last 30 Days: 731
Total Lemons Last 30 Days: 18

PATRON INSIGHTS

Total Emails Collected to Date: 5628

Total Mobile Numbers Collected to Date: 3067

"R" FACTOR	"F" FACTOR	FACTOR
29 Days*	11 Visits*	2 Lemons*

*Average Survey Score On Average Last 12 Months

STAFF PERFORMANCE

Staff Score from Surveys

78.6

TOP 3 PERFORMERS:
1.) April May
2.) Heywood Jablome
3.) Ben Dover

BOTTOM 3 PERFORMERS:
1.) Mike Smith
2.) Jenna Markham
3.) Eileen Hough

Click Here for Full List of Staff Performances

Recent Survey Scores

Recent Completed Surveys

Time Entered	Server Name	Patron Name	Email	Phone	Score
2013-10-17 13:47:29	Jimmy Jenkins	qing qing	qingqing@qi...	1234567890	53
2013-10-16 14:20:23	Jimmy Jenkins	Erika Pettit	erika.pettit...	6474545194	73
2013-10-16 12:26:41	Jimmy Jenkins	Wayne Connors	waynec@ro...	6134547654	40
2013-10-16 12:23:10	Jimmy Jenkins	Ron Pettit	ron.pettit@l...	4168732124	100
2013-10-16 12:06:26	Jimmy Jenkins	Ron Pettit	ron.pettit@l...	4168732124	73
2013-10-16 11:57:43	Jimmy Jenkins	Ron Pettit	ron.pettit@l...	4168732124	40

Go to page: 1 Show rows: 10 1-6 of 6

Capture Reviews Inside the 4 Walls and across Social Media Networks / Online Properties

Google Reviews www.yourwebsite.com

Learn more lemonator365.com

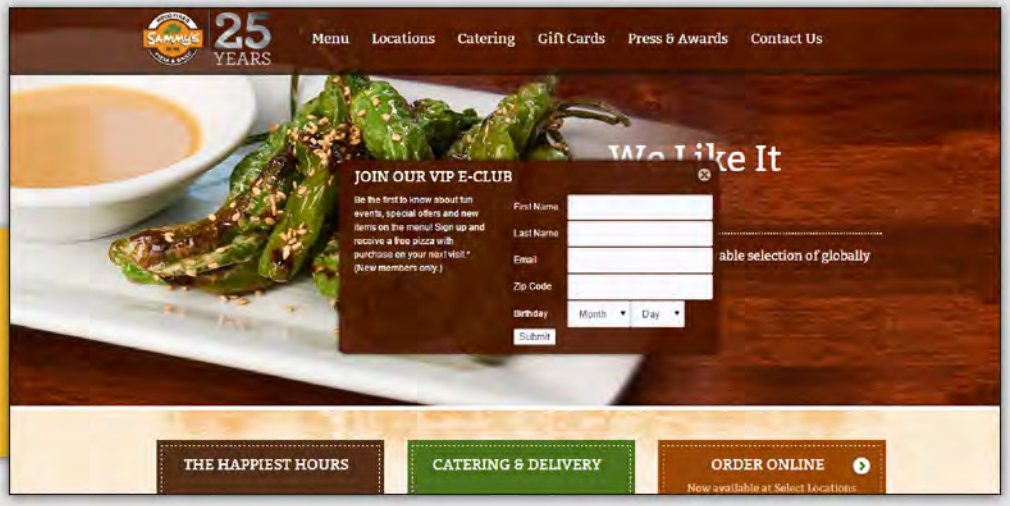
Website Private Labeling

Upgrade your Merchant's e-Club Newsletter with Professional Private Labeling

You have seen these links countless times on retail websites asking you to sign up for the merchant's newsletter and get alerted with email marketing campaigns on specials and announcements. It's a great idea and every retailer should do it but there's a better way to capture data, deliver value and automatically plug visitors into your loyalty engagement strategy and membership database.

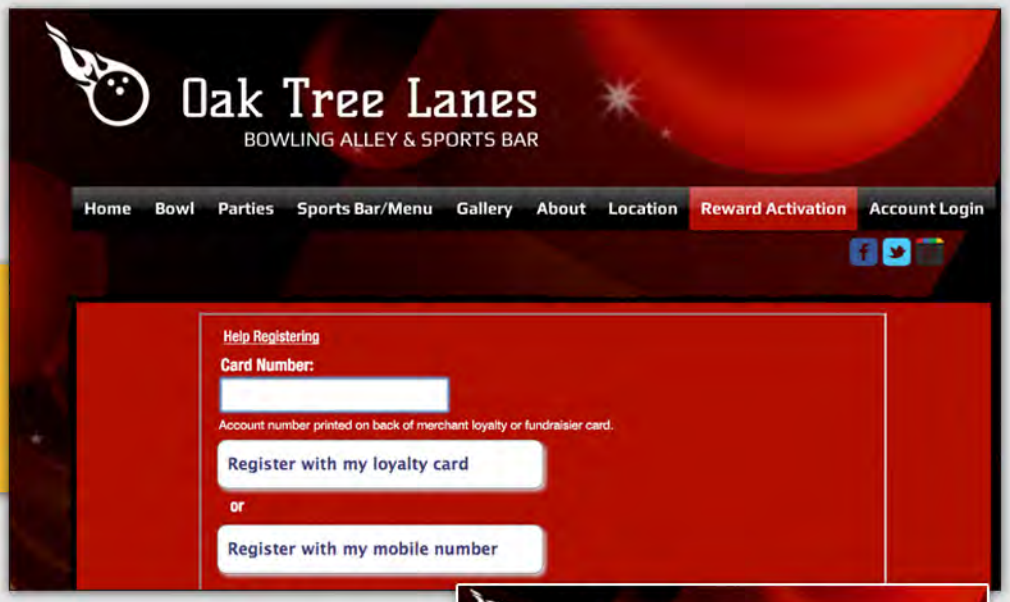
OUT WITH THE OLD

Although this data capture strategy may import data into an email marketing database, it fails to import into the LOYALTY database where customers can earn and redeem rewards plus get plugged into automated email marketing campaigns.

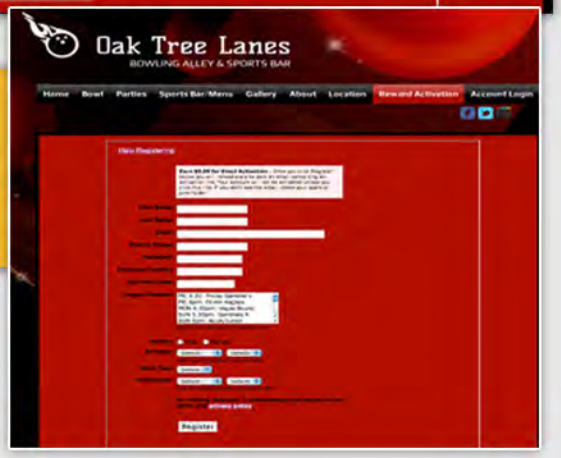


IN WITH THE NEW

Patrons receive an activation bonus (e.g., 2 Free Games, $5 reward) available for immediate redemption upon successful registration. No paper certificates or coupons. Patrons just present mobile number and redeem at checkout.



Customize the registration form any way you like with built-in validation controls to authenticate email addresses and ensure the validity of mobile phone numbers.



Let's Ask Ourselves the Ultimate Data Capture Question

Why upload, export and manage email subscriber list updates under the "OLD" way when you can seamlessly plug patrons into your loyalty program and membership database under the "NEW" way and deliver personalized value with appropriate redemption controls?

PRICING INFORMATION

Choose a Subscription Plan that's right for YOUR business.

	Basic	Pro	Enterprise
Monthly Fee Per Location	$99/mo.	$149/mo.	$199/mo.
Unlimited Gift Card Processing	✓	✓	✓
Unlimited Rewards Processing (card or cardless)	✓	✓	✓
Unlimited Database Building with Unique Mobile Keyword	✓	✓	✓
Double/Triple Reward Promotion Days	✓	✓	✓
Gift Load Reward Bonus	✓	✓	✓
Unlimited Automated Email Marketing (with automatic expiring bonuses)	✓	✓	✓
Activation Bonus Confirmation	✓	✓	✓
Thank You Note	✓	✓	✓
Happy Birthday		✓	✓
Happy Anniversary		✓	✓
Overdue Visit		✓	✓
Top Customer Appreciation		✓	✓
Major Holidays (St. Patrick's, New Year's, Mother's Day, Christmas etc.)			✓
1 Widget Balance (e.g., 'Appetizers', 'Item of Choice', 'Games')		✓	✓
Unlimited Traditional Email Marketing (Schedule ad hoc campaigns anytime)		✓	✓
Website Private Labeling for Patron Activation/Login over YOUR Website		✓	✓
Cause Marketing and Fundraising Module (Non-Profits will LOVE it!)			✓
Mobile Text Marketing w/2,000 texts/month included			✓
Intercard/Embed 'One Card' Integration			✓
Amazon Checkout Integration (coming soon)			✓
Membership Marketing with Online Payment Processing	50/50 Rev Share OR +$50/mo.	50/50 Rev Share OR +$50/mo.	50/50 Rev Share OR +$50/mo.
Lemonator Customer Feedback and Staff Insights Module	+59/mo.	+59/mo.	+59/mo.
Support	phone + email	phone + email	phone + email
Term Length (No Contracts)	Month to Month	Month to Month	Month to Month

TRY IT FREE FOR 30 DAYS.
ALWAYS MONTH TO MONTH TERMS.
NO CONTRACTS.

BOWLING REWARDS

Learn more bowlingrewards.com