



## FEATURES OF VIP MEMBERSHIP

### Benefits and Privileges

1. \$25.00 Welcome Reward Certificate will be issued upon enrollment. It will be negotiable the next day after issuance and is valid for one (1) year.
2. \$5.00 Birthday Reward Coupon will be issued to the member on their birthday. The coupon will be valid for sixty (60) days from the date of issuance.
3. \$5.00 Wedding Reward Coupon will be issued to the member on their wedding anniversary. The coupon will be valid for sixty (60) days from the date of issuance.
4. \$25.00 Bonus Reward Coupon will be issued upon accumulation of 500 VIP points, 1 point for every \$1.00, tax and tip excluded, and is valid for one (1) year. This is non-transferable and non-replaceable. One time use only.
5. Invitation to Goldilocks' product launching and other special events.

We consider our customers to be Very Important Persons because their loyalty is the main reason for our success. Goldilocks VIP Rewards was created to recognize and reward you as our loyal customer – for patronizing Goldilocks Products and Services on a regular basis.

### ***EACH TIME YOU SPEND, YOU EARN.***

Your loyalty as a Goldilocks' Customer is rewarded through the Goldilocks VIP Rewards by earning VIP Points – one for every dollar you spend (tax and tip excluded) whenever you dine with us or purchase any food product at all participating Goldilocks stores. Each time you accumulate 500 VIP points, you will automatically receive a \$25 Goldilocks' VIP Reward Certificate good at any participating Goldilocks stores.

### ***YOUR REWARDS ARE HERE..... CLAIM THEM NOW!!!***

Become a Goldilocks VIP today and start earning your VIP Rewards now. Submit a completed membership application and \$20 enrollment fee to your server or Goldilocks VIP Reward Representative. For your convenience, you may enroll by telephone or mail (please refer to the enclosed Membership Application for details).

You will receive in the mail your permanent VIP Rewards Card and \$25 Enrollment Welcome Certificates within six weeks. (For in-store applications, \$25 welcome certificates will be given upon enrollment.

### ***IT'S EASY!!!***

When you come to purchase or dine with us, just present your personalized Goldilocks' VIP Rewards Cards and you will automatically be rewarded with VIP Points. Your receipt will show how many points you have earned to date. Goldilocks will mail you a VIP Rewards Certificate each time you qualify.

The \$25 Goldilocks VIP Rewards Certificates are good for a full year, and there is no limit to how many you can earn. You may redeem them the next time you purchase or dine with us. You may give them as gifts, collect or save them for future visits, private parties, or large group celebrations.

### **JOIN NOW AND START EARNING POINTS!!!! IT'S EASY**

*\* Not available in all stores.*

