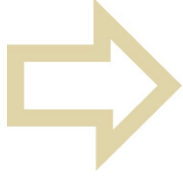




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SPONSOR UPDATE



February 7, 2006

FOR YOUR REVIEW

From: John Neupauer
Foodservice Rewards Coalition Manager

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SPONSOR MEETING PRESENTATION AND SPEED DATING IDEAS

The March 2006 Sponsor Meeting is just 22 days away and we can't wait! To date we've received attendance commitments from 10 Sponsor companies, 3 ad agencies, and 24 individuals. As you prepare for your presentation and Sponsor Speed Dating sessions, the following 2005 statistics may spark ideas:

- The year ended with 58,513 active operators enrolled in the program.
- The program's 15 millionth code was redeemed in mid-December.
- Program-to-date operator payouts exceeded 560 million points.
- 11 of 14 Sponsors completed an Account Review.
- By the end of the calendar year 13 of 14 Sponsors ran at least one Foodservice Rewards promotion.
- Most Sponsor promotions had ROIs of 50% or more.
- Sponsors offered operators bonus point opportunities through 48 unique promotions (compared to 33 promotions in 2004). The third quarter set a new record with 14 new promotions launched and 18 total promotions running during the quarter.
- Foodservice Rewards was used to support new product launches by Nestle, P&G, Barilla, Golden Dipt, and Foster Farms.
- The DSR Program launched in mid-October, and 50 distributorships enrolled by the end of the year.
- Foodservice Rewards was used to collect high-quality operator feedback through Sponsor-driven surveys.
- Foodservice Rewards was used to track and administer rebates.
- During the year, Sponsors added more SKUs to the program and replaced rebate dollars with Foodservice Rewards points.
- Foodservice Rewards was launched in Canada.

PRESENTATION MATERIALS

Please send me or Mike Lucas your presentation materials in a basic PowerPoint file by **Wednesday, February 22nd**. We'll drop your slides into our presentation template and format the text to create a consistent look and feel to all the presentations. You'll receive a speaking schedule soon.

TRAVEL ITINERARIES

If you haven't done so, please send your travel itinerary to me or Mike Lucas by **Friday, February 10th**. We need this information to finalize hotel, meal, and travel arrangements.



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EVENT SCHEDULE

We have a full schedule for the Sponsor Meeting. Please let us know if you have any special travel or personal needs that require attention.

Wednesday, March 1st

10:00 AM – 5:00 PM: Sponsors arrive at hotel
5:30 PM – 6:00 PM: Bus to museum
6:00 PM – 7:00 PM: Cocktails and appetizers
7:00 PM – 8:30 PM: Dinner
8:30 PM – 10:00 PM: Museum tour and social time
10:00 PM – 10:30 PM: Bus to hotel
10:00 PM – ????: Post-museum activities (downtown)

Thursday, March 2nd

6:30 AM – 7:30 AM: Breakfast buffet at the hotel
7:30 AM – 7:45 AM: Hotel check out
7:45 AM – 8:15 AM: Transportation to and check in at General Mills
8:15 AM – 10:15 AM: BI Presentations
10:15 AM – 10:30 AM: Break
10:30 AM – 12:00 PM: Sponsor Presentations
12:00 PM – 12:30 PM: Lunch
12:30 PM – 2:00 PM: Sponsor Presentations
2:00 PM – 2:15 PM: Break
2:15 PM – 4:00 PM: Sponsor Speed Dating
4:00 PM – 5:00 PM: Bus to airport

See you soon!

Please don't hesitate to contact me with questions, comments, and ideas.