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FOR YOUR REVIEW

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NEW YEAR, NEW OPPORTUNITIES

As we prepare to ring in the New Year, exciting changes are taking place at Foodservice Rewards. Although many of these enhancements were discussed at the November Sponsor Meeting, we want to be sure everyone is aware of these developments.

EMAIL CHARGES ARE HISTORY



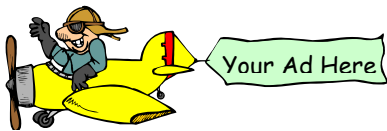
Sponsors are no longer charged for communicating their promotions in the ExtraPoints Newsletter. This allows Sponsors to consistently advertise their promotion and focus their budget on operator points. We experimented with this concept in March of this year and the number of promotions and the frequency of promotion communication increased dramatically. This benefited operators and increased the effectiveness and return on Sponsor promotions.

REDESIGNED WEBSITE ADDS FORM & FUNCTION



The Foodservice Rewards Website is undergoing a facelift and will be revealed mid-January. For operators, the redesign centralizes the tasks operators complete most often — entering reward codes, identifying extra point opportunities, shopping for rewards, and identifying participating products. An exciting new feature is the My Promotions page, which displays the promotions for which an operator is eligible and can be sorted by Sponsor, by newest promotion, or by promotion end date. For Sponsors, the redesign allows more opportunities for communication through banner advertisements. And for Foodservice Rewards, the redesign supports our new brand standards and provides a fresh look and feel to the Website.

BANNER ADS EXTEND IMPACT & REACH



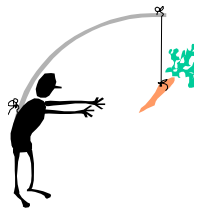
Four banner ads are available on the redesigned Foodservice Rewards Website. Use these banner ads to promote a new product in the program, extend communication of a promotion, offer product recipes, and further communicate with operators. See the attached PowerPoint document for banner ad locations, size, and cost. Contact Sandy or me to learn more and reserve your banner ad space.



Foodservice
REWARDS.com
BUY A CASE. EARN A BUNDLE.

SPONSOR UPDATE

CROSS-SELL PROMOTION ENHANCES PORTFOLIO PENETRATION



Beginning late January, you have the opportunity to use a new promotion type — the Cross-Sell promotion. This promotion tool allows you to select operators who purchase one or more of your products and incent them to buy other products in your portfolio. For example, select buyers of your best-selling Crazy Cantaloupe Coolers and offer them bonus points for redeeming your new Cool Cucumber & Carrot Salad. You've already established a relationship with your Crazy Cantaloupe Cooler buyers, they know something about your brand, and they are more likely to try other products from your brand. This is an excellent tool to help deepen relationships with your operators. As they buy across your portfolio they become more valuable to and more tied to your brand.

As you can tell, we're gearing up for an exciting year. We'll keep you posted on all the new enhancements and events. In the meantime, visit the Foodservice Rewards blog at www.Rewardlicious.com. Please don't hesitate to contact Sandy or me with questions, comments, and ideas.