

DOT Banner Ad Screenshot

3/1/2007

DSR Log In Homepage

The screenshot shows the homepage of the Foodservice Rewards program. At the top, there is a navigation bar with links for Home, Participating Products, Rewards Catalog, My Promotions, My Statement, and Log Out. A banner at the top right promotes a contest: "ENTER TO WIN A BIG-SCREEN LCD HDTV! LEARN MORE!".

The main content area features a "Welcome, Mike" message stating "You have 0 points." Below this is a "REWARDS CATALOG" section with a "FEATURE" tag. A large "EARN REWARDS" section encourages users to browse or shop for thousands of brand-name rewards. A "PRODUCTS" section displays various brands including Nestle, Lean Cuisine, Coffee-mate,arnation, Westea, and MINI.

On the right side, there is a promotional box for "The NEW SchwansFoodService.com" with the tagline "Redesigned with your needs in mind." and a "Visit today!" call to action.

At the bottom, there are three columns of information: "INFORMATION" with links like "How it Works" and "Favorite Links"; "NEED HELP?" with links like "Contact Us" and "My Profile"; and a "Lead-time that your operators demand. Access to 60,000 items online. The Dot Expressway® DOT" advertisement with the website URL www.dotfoods.com.