



Current Enrollment

Enrollment Goal for June 30, 2006



71,000

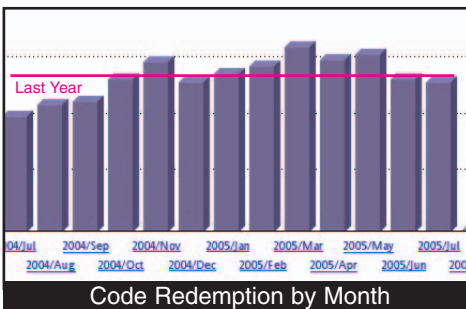
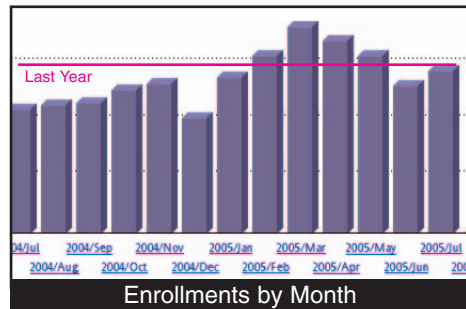
All data current through - July 31st, 2005

## Monthly Stats

	Total	Monthly Change	
Enrollments*	51,867	1,437	▲ 11%
Codes Redeemed	12,487,547	529,694	▼ 2%
56% Operators Engaged**	28,849	2	▼ .00%
Average Number of Points earned per Engaged Operator during 5-Month Period		3,615	▼ 2%
Average Number of Points per Product		35.8	▲ .00%

\*Monthly enrollment totals are counted, after verification, on the day the member joined, not the day they were verified. This will cause previous monthly totals to rise after verification is complete.

\*\*An operator who has entered a Reward Code during the past 5 months.



## FSR.com Top-10 Web sites

Yahoo	30
Food Management	29
<b>Foodservice Rewards</b>	<b>28</b>
Foodtv.com	25
Eatright.org	24

In a recent Food Management magazine study, Foodservice Rewards was rated the 8th most frequented web site by their subscribers. View the top 20 web sites and more survey results via the link on [www.rewardlicious.com](http://www.rewardlicious.com).

## Refer & Earn

- 194 referrals ▼ 41%
- From 143 operators ▼ 36%
- 74 referees enrolled ▼ 28%
- Conversion rate - 38% ▲ 7%

## ExtraPoints eNewsletter

ISSUE DATE	RECEIVED EMAIL IN HTML	UNIQUE OPENED	OPEN RATE
July 13, 2005	32,585 ▼	5,896 ▼	18% ▼
July 27, 2005	34,300 ▲	6,430 ▲	19% ▲

## Sponsors Running Promotions Last Month

<b>GENERAL MILLS</b>	<b>NESTLÉ</b>	<b>SCHWAN'S</b>	<b>HORMEL</b>
CAMPBELL'S	BUNGE	<b>GOLDEN DIPT</b>	CLEAR SPRINGS
MRS. FRIDAYS*	<b>ADVANCE*</b>	<b>P&amp;G*</b>	FOSTER FARMS
BARILLA	CARGILL	DAWN FOODS	

\* Indicates a change in status.

## Web Site

UNIQUE VISITORS WHO ARE ENROLLED	MINUTES	SCREENS
July = 15,422 ▼ 3% - (53% of all active members)	6 nc	3 nc

Record High: May 2005 = 18,238 visitors