



Current Enrollment

Enrollment Goal for June 30, 2006



71,000

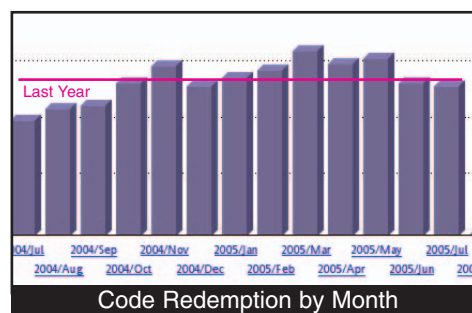
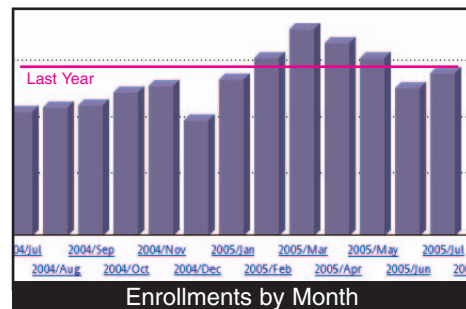
All data current through - July 31st, 2005

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 |
| Foodservice Rewards | 28 |
| 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.

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

| | | | |
|----------------------|-----------------|--------------------|---------------|
| GENERAL MILLS | NESTLÉ | SCHWAN'S | HORMEL |
| CAMPBELL'S | BUNGE | GOLDEN DIPT | CLEAR SPRINGS |
| MRS. FRIDAYS* | ADVANCE* | P&G* | 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