



SPONSOR UPDATE



April 4, 2006

**FOR YOUR FEEDBACK
BY FRIDAY, APRIL 14TH**

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HOSPITAL INITIATIVE



As discussed at the March Sponsor Meeting, we're working on a high value operator initiative. Our goal is to both retain as well as move high volume operators up the earning ladder by better understanding their needs and behaviors, and engaging them with more frequent, segment-specific communications. Hospitals are the first targeted segment. This initiative benefits Sponsors by creating a larger and more engaged hospital audience receptive to point promotions. It also creates more relationship building opportunities for Sponsors with hospital operators. In the future, this initiative will be introduced in other segments.

How Can You Participate?

1. Engage Your Feet On The Street:

Our goal is to saturate the hospital segment with the Foodservice Rewards benefit message beyond print, direct mail, and association promotions. If you have sales reps or brokers who focus on or regularly call on hospitals, let us know. We'll provide you with Foodservice Rewards collateral and hospital-only enrollment offers to share with those members of your sales team.

2. Let's Go For A Ride-A-Long:

We'll be sending hard-copy statements to hospital operators twice per year. Let us know if you're interested in including ride-a-long communications to active hospital members. Use the ride-along to reinforce active promotions, communicate new product information, or offer bonus points opportunities. Maximum insert size is 8.5" x 11".

3. Give Us Your Tired, Your Hungry, Your Logo'd Merchandise:

We'll be mailing newly enrolled hospital operators a welcome letter after their first 30 days of enrollment and mail them an annual anniversary card as well. One option is to include a gift with the welcome letter or card — something tangible from our Sponsors. If you have any logo'd merchandise that you can provide at no-charge, we will gladly include it in our mailings. The quantity you provide does not need to be enough for everyone. We'll use what we receive as it becomes available. Currently, there are 2,000 actively engaged hospitals with 50-60 enrolling each month.

If you wish to participate in the high-value Hospital Initiative, please respond by **Friday, April 14th** and complete the following relevant statement(s):

1. We want hospital operator collateral for our sales team. Send us ____ pieces when available.
2. We want to participate in print ride-alongs and will provide _____.
3. We'll provide logo'd merchandise and will send ____ units of _____.

Charles Parla, charles.parla@biworldwide.com or 952-841-2895, is managing this initiative and should be included in any project-related communication.