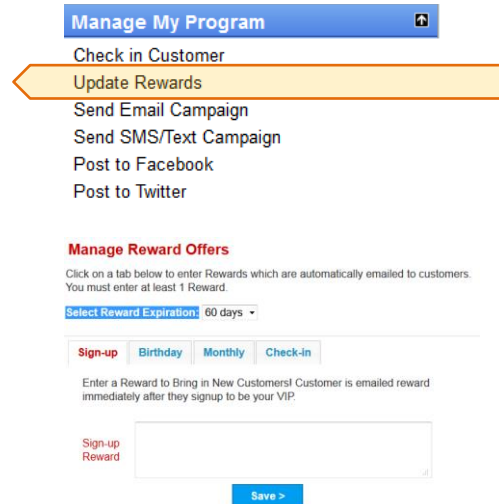


HOW TO UPDATE REWARDS

STEP 1

Log in to www.riiwards.com with your email and password.

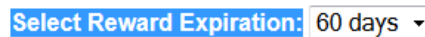
Click on menu item 'Update Rewards' in menu section 'Manage My Program.'



A screen with the title 'Manage Reward Offers' will appear.

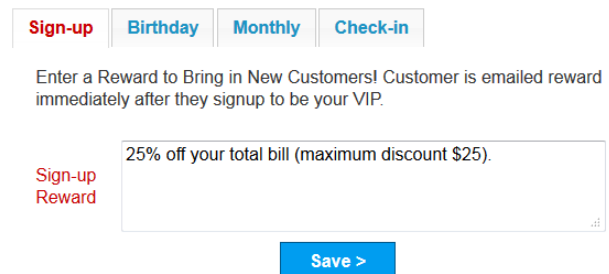
STEP 2

Enter the number of days you want your rewards to expire. E.g.:



STEP 3

Click on the 'Sign-up' tab and enter your Sign-up Reward. Finish by clicking the 'Save' button.



STEP 4

Click on the 'Birthday' tab, enter your Birthday and Anniversary rewards. Finish by clicking the 'Save' button.

Sign-up **Birthday** Monthly Check-in

Delight customers on their Special day with a Reward! Emailed 7 days before their birthday or anniversary.

Birthday Reward FREE Entrée with the purchase of a 2nd entrée of equal or lesser value and two beverages. Valid Birthday week!

Anniversary Reward HALF OFF of second meal of equal or lesser value with purchase of two meals and two beverages.

Save >

STEP 5

Click on the 'Monthly' tab and enter your rewards for each month if desired.

Select the day you want the reward to be emailed. Finish by clicking the 'Save' button.

Sign-up Birthday **Monthly** Check-in

Bring back customers each month with a special Reward for that month! Emailed to all VIPs signed up. Reward text must not exceed 350 characters including spaces.

January 1 Start the New Year right with 15% off of your entire purchase.

February 1 Happy Valentine's Day! Enjoy a FREE DESSERT on us with a minimum purchase of \$25.

Suggestion: Try to link the reward to an important event during the month, such as Valentine's Day, Mother's Day, Halloween, etc.

STEP 6

Click on the 'Check-in' tab and enter your rewards.

You do not need to offer a reward for every visit; however, an email will always be sent on every check-in. Finish by clicking the 'Save' button.

Sign-up Birthday Monthly **Check-in**

Reward customers on Each Visit to bring them back! Get feedback and referrals.

Check-in 1 5% off your total bill

Check-in 2 10% off your total bill.

Check-in 3 15% off your total bill.

Suggestion: If you do not offer a reward for a particular visit, you might enter a text like "You are 1 visit away from your next reward."

Congratulations! You are finished with updating your rewards.