

Duffy's Favorites Program

Overview:

Who says you can't pick favorites?! You can now become one of Duffy's Favorites! You'll earn points for every dollar you spend at Duffy's; once you hit milestones, you get lots of goodies. There are two levels of Duffy's Favorites, Storer Street or Main Street.

Storer Street Favorites earn three points for every dollar spent at Duffy's. Anyone can be one of Duffy's Storer Street Favorites; it's free! Once you hit milestones, you'll get lots of goodies (and not just from Duffy's either!).

Being a Main Street Favorite is great for **beer** and **wine** drinkers. Beer drinkers get their own numbered mug (4ozs more!), and wine drinkers can enjoy 2ozs more wine in a special Duffy's glass. You can even switch between beer and wine! When you're a Main Street Favorite, you get \$0.25 off each beer or wine! We even host exclusive Main Street gatherings where you can have lots of **fun** and enjoy great **food** with our closest **friends**! Duffy's Favorites gatherings include beer and wine tastings, and so much more! And since turning 21 year after year is cause for celebration, as a Main Street Favorite, you'll eat free on your birthday too!

Benefits	Storer Street	Main Street
Points per dollar spent	3	6
Points during happy hour	4	8
Your own Mug or Special Glass	No	Yes
Switch between beer or wine	No	Yes
4oz more beer or 2oz more wine	No	Yes
25 cents off each beer or wine	No	Yes
Eat Free on Your Birthday	No	Yes
Invitation to Main Street Events	No	Yes
Annual Fee	\$0	\$45

Milestone*	Reward
600 points	One Free Appetizer or Dessert
1500 points	One Free Entree
Random	Surprise!

**all points are cumulative.*

Soon you too could be one of my favorites and dining (and drinking!) in style.

Official Rules:

The following are the official rules for the Duffy's Favorites program as of March 1, 2010.

1. Points can be accrued and redeemed only at Duffy's Tavern & Grill, 4 Main Street, Kennebunk, Maine 04043 during normal business hours.
2. Purchases are required to earn points, and the Duffy's Favorites card must be presented at the time of purchase to earn points. Points will not be issued retroactively.
3. Duffy's Favorites Storer Street Members will earn three (3) points for every dollar spent on food, beverages, and merchandise at Duffy's Tavern & Grill. During happy hour, you will earn four (4) points for every dollar spent on food, beverages, and merchandise. Duffy's Main Street Favorites earn double points on all purchases. Points cannot be accrued on the purchase of

gift cards or memberships. Every time you use your card, your receipt will show the points added to your account.

4. Point totals are cumulative and deduct automatically when the highest reward is issued. Once your point balance has reached the 600 milestone, you will receive one (1) free appetizer or dessert. When your point balance reaches the 1500 milestone, you will receive one (1) free entrée. Main Street Favorites will receive one (1) free entrée on your birthday. Random rewards may also be available.
5. Points are not redeemable for cash and rewards are non-transferrable; Points cannot be redeemed for alcoholic beverages.
6. Only the cardholder who pays the check may accrue points and redeem rewards. Reward vouchers must be present when redeeming rewards.
7. Points cannot go negative, and will not be issued on tax paid, gratuity or other surcharges.
8. Rewards will be applied to the lowest value item on the check for that category.
9. No more than two (2) rewards can be redeemed during one visit.
10. Rewards will expire twelve (12) months after issuance.
11. When rewards to other merchants are issued, Duffy's Tavern & Grill acts only as a transfer agent of the reward, and is not responsible for redeeming said rewards or for the terms each merchant applies to the reward.
12. The Duffy's Favorites card will be replaced if lost, stolen, or used without your permission. Upon notice, we will stop any future activity and replace the card at the time we are notified.
13. The information collected from the Duffy's Favorites program will be used solely by Duffy's Tavern & Grill to improve the program and the Duffy's experience, and will not be sold, traded, or transferred to others for any reason.
14. Duffy's Tavern & Grill can, at their discretion, modify the program rewards or substitutes of comparable value without notice. Duffy's Tavern & Grill also reserves the right to discontinue this program at any time. In the event that this program is discontinued, members will be allowed to redeem rewards that they have already been issued within the stated expiration period.
15. Employees of Duffy's Tavern & Grill and their immediate families are not eligible to become a member of the Duffy's Favorites Program.

Disclaimer: The above rules and regulations, as well as any new rules and regulations pertaining to the Duffy's Favorites program may change without notice. Additionally, at the discretion of Duffy's Tavern & Grill, if any cardholder is deemed to misuse, fraudulently participate and/or misrepresent claims pertaining to this program, the card and points may be removed from the program and no rewards issued.