

Kelly's **rewards**

FAQ & TERMS OF SERVICE

A program with YOU in mind—

It's simple & easy to understand

Get points for every dollar that you spend, they all count!

Accumulate points and redeem them for anything in the shoppe, excludes gift cards.

THE PROGRAM

Kelly's Rewards

This is our newest, biggest, and most exciting part of our loyalty program, and will allow our customers to earn points for every \$1 spent at the shoppe to redeem for anything!

*except gift cards.

Here's how our new rewards system works:

Kelly's Rewards: for every \$1 that a customer spends, they get 3 points.

180 points = \$5 in rewards

As a simple example, a customer who spends \$60 will get \$5 in rewards that they can use on a cupcake, muffin, latte, etc. Anything in the store, except for gift cards.

180 points = \$5 reward

360 points = \$10 reward

540 points = \$15 reward

720 points = \$20 reward

Free Brewed Coffee = 60 points

Free Steeped Tea = 45 points

Cupcake Card

Buy 12 cupcakes, get the 13th free. Cupcakes will accumulate on the customer's loyalty account just like they have been on the stamp card.

Cookie Card

Buy 12 cookies, get the 13th free. Cookies will accumulate on the customer's loyalty account just like they have been on the physical stamp card.

Double the Points

Every Tuesday, customers will automatically receive 6 points/ \$1 spent instead of the everyday 3 points/ \$1 spent. This will automatically get tracked on the loyalty program. This is an in shoppe promotion only and doesn't apply for online orders.

Additional Rewards•

More rewards and systems will be added to Kelly's Rewards in the future.

ONLINE ORDERS

Online orders that are placed through order.kellysxo.com will be manually entered into the customer's loyalty account by management as orders come through.

Customers will collect points for their online orders based on dollars spent (\$1=3 points). Item based loyalty is not available for online orders (i.e. cupcake card, cookie card).

Customers who place orders online must create their own loyalty account in order for our team to add points to it. We will not be creating accounts for online orders.

To redeem points, customers must come into the shoppe and order in person.

Customers will not be able to redeem points online. Exceptions may be made, as management deems necessary.

Kelly's Rewards - APP

Kelly's Rewards now has an app where you can check your point balances and redeem right from your phone or tablet. Simply visit our website kellysxo.com to download the app now.

FREQUENTLY ASKED QUESTIONS

Can I redeem all of my points at once?

For spend based loyalty, customers are able to redeem up to \$20 (740 points) at a time per transaction.

When I place an order online, I don't see my points on my loyalty account right away, why not?

For online orders, points will be added to customer loyalty accounts within 7 business days. For in shoppe purchases, points will be added to customer accounts immediately.

Do I get spending based points as well as stamps on my cupcake card?

Cupcake and cookie cards will accumulate points as well as spend based loyalty points. I.e. customer who buys 6 cupcakes and spend \$30 will receive 6 “stamps” on their loyalty card, as well as will receive 90 points on their loyalty account.

Can I redeem the cupcake card as well as redeem points?

Customers will be able to redeem points from their loyalty account as well will be able to redeem FREE cupcakes and cookies from their cupcake and cookie card in the same transaction.

How can I redeem points?

Currently, you are able to redeem points only by visiting the Bake Shoppe. No redemptions can be made through our online ordering platform

If I cancel my order, do I still get points?

If you cancel your order, your points will be removed from your account by our team.

TERMS OF SERVICE

By registering for and participating in the Kelly's Rewards promotional program you acknowledge and agree to be bound by these terms and conditions ("Terms"). You may not participate in the Kelly's Rewards program unless you understand and agree to these Terms. These Terms apply to your participation in the Kelly's Rewards promotional program ("Kelly's Rewards") which is operated by Kelly's Bake Shoppe, Inc.. ("Kelly's Bake Shoppe") in Canada. These Terms do not alter the terms or conditions of any other agreement you may have with Kelly's Bake shoppe for products, services, or other programs.

Program Changes: Kelly's Bake Shoppe reserves the right to change these Terms or to eliminate Kelly's Rewards at any time and in its sole discretion. Any changes or modifications will be effective immediately upon either (i) posting the revisions to www.kellysxo.com or (ii) notice to you via email to the email address you provide when registering for the program.

Emails from Kelly's: Kelly's Bake Shoppe may from time to time send you emails related to the Kelly's Rewards program and other Kelly's Bake Shoppe promotions. By registering for the Kelly's Rewards program, you agree to receive such emails.

Miscellaneous: There are no membership fees associated with Kelly's Rewards. Points, Rewards, and other perks earned and accumulated in connection with the program are promotional and have no cash value. Your Kelly's Rewards account is personal to you and may not be sold, transferred, or assigned to, or shared with, family, friends, or others. Kelly's Bake Shoppe has the right to make the final determination of the Points, Rewards and other perks earned by you in its sole discretion. You may have only one Kelly's Rewards account. Kelly's Bake Shoppe reserves the right to terminate your account and/or your participation in Kelly's Rewards if Kelly's Bake Shoppe determines in its sole discretion that you have violated these Terms, you have more than one account, or that the use of your account is unauthorized, deceptive, fraudulent, or otherwise unlawful.