

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 baked goods, or single serve ice creams, excludes drinks, merch, retail goods, freezer goods and gift cards.

Here's how our new rewards system works:

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

As a simple example, a customer who spends \$200 will get \$5 in rewards that they can use on any baked good or single serving ice cream treat.

120 points = \$1 reward

240 points = \$2 reward

600 points = \$5 reward

1200 points = \$10 reward

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).

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 \$10 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.

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.