



# Lennys VIP Rewards Program

## Terms of Use & Frequently Asked Questions

June 11, 2019

**Please read these terms of use carefully. The Lennys VIP Rewards Program ("VIP Rewards Program") is offered by Lenny's Franchise Systems, LLC ("LFS"). By accessing or participating in the Lennys VIP Rewards Program, you are agreeing to be bound by these Terms of Use. If you DO NOT AGREE to these Terms of Use, DO NOT participate or enroll in the Lennys VIP Rewards Program.**

### **Launch of the New and Improved VIP Rewards Program – May 21, 2019**

Expect More Rewards at Lennys! We are thrilled to launch the new and improved Lennys VIP Rewards Program. The new and improved VIP Rewards Program provides more reward choices for our guests as well as an intuitive mobile app that makes it easier than ever to order your favorite menu items and earn VIP Rewards Points. Read on for more information about how the program works and how the launch affects existing VIP Rewards accounts.

### **How does the Lennys VIP Rewards Program work?**

Lennys Grill & Subs® rewards its loyal guests. Members of the Lennys VIP Rewards Program are able to earn and accumulate "VIP Rewards Points" that can be redeemed for VIP Rewards benefits, also known as "VIP Rewards," at participating Lennys Grill & Subs® restaurants. Visit the restaurant locator at <https://www.lennys.com/locations/> to find the location nearest you, where you can earn VIP Rewards Points or redeem VIP Rewards.

### **How can I join the Lennys VIP Rewards Program?**

There are two (2) ways to enroll in the Lennys VIP Rewards Program and begin earning VIP Rewards Points:

1. Download the Lennys Grill & Subs® mobile app to your Android™ or iPhone® device. Follow the prompts to create a Lennys VIP Rewards account and register or if you're already a member of our VIP Rewards Program, select "Move Points & Rewards";
2. Sign up for an account via our website, [lennys.com/rewards](https://www.lennys.com/rewards). Follow the prompts to create an account and register.

The registration process may require that you provide the following information: name, phone number, username, password, email address (required in order to receive all eligible VIP Rewards), physical address, birthday, and marketing preferences.

### **What if I'm already a VIP Rewards Member?**

Great news! All you need to do is move your current account to the new program. Your existing points and free sub rewards will be converted and moved over.

**NOTE: ALL POINTS AND FREE SUB REWARDS ACCUMULATED PRIOR TO THE MAY 21, 2019, LAUNCH WILL BE CONVERTED TO EQUIVALENT POINTS IN THE NEW VIP REWARDS PROGRAM.**

## **What happens to my current points and free sub rewards?**

All existing points and free sub rewards will be moved over to the new and improved program and converted to the new point structure. The new point system is based on 100 points for a free 7.5" sub. You will retain any of your points towards a free sub and your free subs for up to one year after you convert to the new program.

Please note that all points and free sub rewards moved over to the new and improved platform will expire one year from the date that you move your account.

## **How do I move my existing account to the new and improved Lennys VIP Rewards Program?**

Download the Lennys Grill & Subs® mobile app to your Android™ or iPhone® and select "Move Points & Rewards". Follow the instructions to make sure your points are transferred to the new platform.

If you do not have a smartphone capable of supporting a mobile app, you can still move your existing VIP Rewards account on our website at [lennys.com/rewards](http://lennys.com/rewards). You'll be able to redeem your VIP Rewards (after you move your account), by providing your phone number at checkout at any participating Lennys Grill & Subs®.

## **What if I have a physical VIP Rewards card?**

The new and improved Lennys VIP Rewards Program no longer requires or supports physical cards. Any VIP Rewards Points or VIP Rewards you may have accumulated are tied to your VIP Rewards account, not the actual card.

## **Earning VIP Rewards Points:**

The benefits that are available to you through the new and improved Lennys VIP Rewards Program are based on the number of VIP Rewards Points that you earn. You can earn VIP Rewards Points by making purchases using your registered VIP Rewards account at participating Lennys Grill & Subs® locations.

You will earn VIP Rewards Points based on the value of your purchase at the rate of One (1) VIP Rewards Point for just about every one menu dollar (\$1.00) you spend at participating Lennys Grill & Subs® locations using your registered Lennys VIP Rewards account. Some exclusions apply. For example, you cannot earn VIP Rewards Points on purchases of 10 oz. Hot Pepper Relish jars, Lennys Grill & Subs® Gift Cards or Lennys Grill & Subs® Catering purchases. Taxes, tips, donations, and fees, including without limitation, shipping and handling fees, delivery fees, and bag fees, are also excluded and ineligible for VIP Rewards Points accrual.

Generally, VIP Rewards Points for qualifying purchases from participating locations are automatically added to your account within twenty-four (24) hours. From time to time, we, or others acting with our permission, may offer you special promotions that offer you "Promotional VIP Rewards Points." Promotional VIP Rewards Points, such as "bonus" VIP Rewards Points, will be awarded as described in the applicable promotional offer and will be subject to any additional terms set forth in the promotional offer.

To earn VIP Rewards Points, follow these quick, easy steps when you're ready to place an order:

1. Via the Lennys Grill & Subs® mobile app:
  - Open the app on your mobile device and log-in to your Lennys VIP Rewards account;
  - Place your order in the app and your points will be applied the same day you pay for your order.
2. Place your order at a participating Lennys Grill & Subs® location:
  - There are three ways to earn points when placing an order in a participating Lennys Grill & Subs® location:
  - Open the mobile app on your phone and tap "Earn Points" and a QR code will appear on your screen;
    - 1. Ask the team member to scan the QR code at the register when you place your order.
    - 2. Place your order as usual and retain your receipt, then go to our app to earn:

- In the app, tap “Earn Points” and tap “Scan Barcode”
  - The app will use your camera to scan the barcode on your receipt after you have paid for your order
  - **OR**, Tap “Enter Barcode Manually” to enter your receipt code manually. The barcode will be at the bottom of the receipt.
  - Note that you have 2 days from the date of your receipt to add it to your VIP Rewards account
- 3. No mobile phone? No problem. Use your phone number associated to your Lennys VIP Rewards account.
    - Give the cashier the phone number you registered your account with and the VIP Rewards Points for your purchase will be applied to your Lennys VIP Rewards account the same day you pay for your order.
    - Or, hang on to your receipt and manually enter the barcode number to your account online via our website at [lennys.com/rewards](http://lennys.com/rewards). You have 2 days from the date of your receipt to add it to your VIP Rewards account.
3. If you place an online order:
- Sign-into your Lennys VIP Rewards account;
  - Place your online order; and
  - Your VIP Rewards Points are automatically added to your account the same day that you pay for your order.
- \*\*Please note:** if you are signed in as “guest” when you place your order, we are unable to connect to your Lennys VIP Rewards account and you will not earn VIP Rewards Points.

## **VIP Rewards:**

All registered Lennys VIP Rewards Members will receive the following VIP Rewards:

- 1. Birthday VIP Reward** – Every year on your birthday, you will receive one (1) complimentary 7.5” sub or wrap. This Birthday VIP Reward may be redeemed at any participating Lennys Grill & Subs® location, it may not be used in combination with any other offers or discounts. If you choose an item that is less expensive than a 7.5” sub, no change will be provided.
  - a. To qualify for the Birthday VIP Reward, you must join the Lennys VIP Rewards Program in the month prior to your birthday month. Your Birthday VIP Reward will automatically be added to your account three (3) days prior to your actual birthday (that is, the birthday date of record that you provided in your Lennys VIP Rewards account information) and is valid for seven (7) days following that date. You will be required to use your registered Lennys VIP Rewards account in order to redeem your Birthday VIP Reward. You will receive only one (1) Birthday VIP Reward per year.
- 2. Account Registration VIP Reward** - Upon initial account registration to the Lennys VIP Rewards Program, you will receive a VIP Reward for a complimentary Regular Drink & Chip with the purchase of any sub, salad, or wrap on your next visit. The Registration or Sign Up VIP Reward will be valid for fourteen (14) days following the registration date. You will be required to use your registered Lennys VIP Rewards account in order to redeem the Account Registration VIP Reward.
- 3. Refer a Friend VIP Reward** – Refer a friend to sign up for a Lennys VIP Rewards account via the mobile app by using your unique Lennys VIP Rewards account QR code and receive twenty (20) VIP Rewards points. Refer a Friend VIP Rewards Points will be added to your Lennys VIP Rewards account twenty-four (24) hours after the account has been registered and a purchase has been made on the account.

#### **4. Point-Based VIP Rewards -**

- Earn thirty (30) VIP Rewards Points to redeem a VIP Reward for a Free Regular Fountain Drink with the purchase of any sub, salad, or wrap
- Earn fifty (50) VIP Rewards Points to redeem a VIP Reward for a Free Regular Fountain Drink & Chips with the purchase of any sub, salad, or wrap
- Once you have earned one hundred (100) VIP Rewards Points, you can redeem a VIP Reward for a Free 7.5" sub.
  - o When you redeem a VIP Reward, those points are deducted immediately from your VIP Rewards Point balance
  - o Only one reward may be redeemed per transaction
  - o Point-based VIP Rewards do not hold cash value
  - o Point-based VIP Rewards may be redeemed at any participating Lennys Grill & Subs® location. **They may not be used in combination with any other offers or discounts.**

**5. Personalized Offers and Promotions** - Special offers may be distributed by email or the mobile inbox on the Lennys Grill & Subs® mobile app. You must opt-in to receive promotional and marketing offers from the Lennys VIP Rewards Program and may be required to provide a valid email, telephone and physical address in order to receive your special offers. Special offers may be customized based on purchase behaviors and preferences. Special offers may include periodic discounts on food, beverages, and merchandise, or the opportunity to earn "bonus" VIP Rewards Points. Special offers may have certain restrictions including expiration dates and short, time-limited redemption periods. Special offers are personal to you and cannot be shared, copied, or transferred. You will be required to use your registered Lennys VIP Rewards account in order to redeem special offers. Read each offer carefully for specific details, expiration dates, limitations, and restrictions, and to learn when bonus VIP Rewards Points will be added to your account.

#### **How do I redeem my VIP Rewards?**

You may redeem VIP Rewards by placing an order via the Lennys Grill & Subs® mobile app, by ordering online, or at any participating Lennys Grill & Subs® location.

#### **When Placing an Order via the Lennys Grill & Subs® mobile app:**

Be sure that you are signed into your account to view or redeem any available offers. On the "Payment" screen of the app, select "Redeem" under "Available Offers". The VIP Reward will appear if your order is valid (be sure to satisfy any minimum purchase requirements). You must be signed in to your account to redeem the VIP Reward offer.

#### **Online Ordering:**

Before starting your online order, make sure you are logged into your Lennys VIP Rewards account. When checking out, you will see the available VIP Rewards at the bottom right of the screen. Click "Apply VIP Reward" for the one you wish to use, and it will be applied to your purchase. You must be signed in to your Lennys VIP Rewards account to redeem the VIP Reward as well as meet any minimum purchase requirements if the VIP Reward offer states so, otherwise the VIP Reward will not apply to your order.

#### **At a Participating Lennys Grill & Subs® location:**

Open the app, navigate to the VIP Rewards section, and scroll up to view all active VIP Rewards. Then click "Redeem Offer" to obtain a QR code that may be scanned when you place your order. Make sure you are in the restaurant and ready to checkout when you pull up the VIP Reward on your phone.

If you have registered your phone number in your Lennys VIP Rewards account, you can provide the Team Member with your phone number at check out and they will be able to pull up your available VIP

Rewards. In order to check if your phone number is registered, open the Lennys Grill & Subs® mobile app, click the “More” button in the bottom right corner of the app and then select “Profile”. From there you can confirm if your phone number is on your account. If not, be sure to enter it for future redemptions. If you are using a desktop version, go to [lennys.com/rewards](http://lennys.com/rewards) and sign in, then click “Profile” to add your phone number.

### **Do my VIP Rewards Points expire?**

Yes, all VIP Rewards Points expire one year from the date that they are earned. The oldest accrued VIP Rewards Points will be used first for VIP Rewards. You can view and track your VIP Rewards Point balance and available VIP Rewards by using the Lennys Grill & Subs® mobile app or by logging in to your account via our website at [lennys.com/rewards](http://lennys.com/rewards).

### **Will my VIP Reward Offers expire?**

Yes, each VIP Reward has a specific expiration date. The expiration date is listed at the top of the specific VIP Reward. Make sure you are signed up for email and push notifications. We will send a reminder before your VIP Reward is about to expire.

### **Can I redeem promotional or coupon discounts and earn VIP Rewards Points on the same transaction?**

You will only earn VIP Rewards Points on the amount you pay for the transaction.

### **Can I redeem multiple VIP Rewards per visit?**

No, you are only able to redeem one VIP Reward every four (4) hours. VIP Rewards cannot be used or combined with any other offers, promotions, or discounts.

### **How can I add VIP Rewards Points to my Lennys VIP Rewards account?**

All receipts associated with a Lennys VIP Rewards account will print with a barcode on the receipt. To add VIP Rewards Points via the mobile app, scan the barcode on your receipt or, tap “Enter Barcode Manually” to enter it manually. Receipt barcodes must be scanned or entered within two (2) days of the time of your transaction.

### **How can I check my VIP Rewards Point balance?**

There are two ways you can check your VIP Rewards Point balance, via the mobile app or online.

- a. To check your VIP Rewards Points balance via the mobile app, open the app on your mobile device and log-in to your Lennys VIP Rewards account. Then tap “VIP Rewards” in the menu at the bottom of the screen.
- b. To check your VIP Rewards Points balance online, sign into your Lennys VIP Rewards account online at [lennys.com/rewards](http://lennys.com/rewards).

### **Can I still sign up for Lennys VIP Rewards if I do not have an Android™ or iPhone®?**

YES! No smartphone, no problem! Just click [here](#) to sign up or log in to use the Lennys VIP Rewards Program online. Please make sure you add your phone number to your Lennys VIP Rewards account, so you can provide it at the restaurant when ordering.

### **Who may I contact if I have questions about the Lennys VIP Rewards Program?**

Please [Contact us](#) online or send us an email to [rewards@lennys.com](mailto:rewards@lennys.com).

**Other Important Information:**

There are no membership fees associated with the Lennys VIP Rewards Program. Any VIP Rewards Points earned or accumulated under the Lennys VIP Rewards Program are promotional and have no cash value.

Your VIP Rewards Points, available VIP Rewards, and your account under the Lennys VIP Rewards Program are personal to you and may not be sold, transferred or assigned to, or shared with, family, friends or others, or used by you for any commercial purpose. You may have only one (1) Lennys VIP Rewards account that is personal to you.

Without notice to you, Lenny's Franchise Systems, LLC, ("LFS"), reserves the right to suspend your account, and/or terminate your account, and/or your participation in the Lennys VIP Rewards Program if LFS determines in its sole discretion that you have violated these Terms of Use, you have more than one (1) account, or that the use of your account is unauthorized, deceptive, fraudulent or otherwise unlawful. LFS may, in its sole discretion, suspend, cancel or combine accounts that appear to be duplicative. In the event that your participation in the Lennys VIP Rewards Program is terminated, then all accumulated VIP Rewards Points in your Lennys VIP Rewards account are immediately null and void.

Without notice to you, LFS also reserves the right to "unregister" and make ineligible for the Lennys VIP Rewards Program any VIP Rewards account that has have been inactive for one (1) year. "Inactive" is defined as no VIP Rewards Points earned. If your Lennys VIP Rewards or account is unregistered or rendered inactive, then all accumulated VIP Rewards Points in your account are immediately null and void.

Without notice to you, LFS also reserves the right to "unregister" and make ineligible for the Lennys VIP Rewards Program any VIP Rewards account that existed as of May 20, 2019 and that has not been transferred by you to the new VIP Rewards platform by November 30, 2019. If your Lennys VIP Rewards account is unregistered, then all accumulated VIP Rewards Points in your account are immediately null and void.

LFS reserves the right to modify, terminate, discontinue or cancel the Lennys VIP Rewards Program at any time and in its sole discretion without notice to you.

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