

DINE REWARDS™

Fact Sheet

Dine Rewards™

Dine Rewards™ is the first complimentary, nationwide, multi-concept dining program offering loyalty benefits to frequent guests of four founder-inspired restaurant brands: Outback Steakhouse®, Carrabba's Italian Grill®, Bonefish Grill®, and Fleming's Prime Steakhouse & Wine Bar®. With Dine Rewards™, enjoying a great restaurant meal is as simple as Eat, Earn, and Redeem.

How Dine Rewards Works

Dine Around, Taste the Rewards

- Visit any Bloomin' Brands participating restaurant and get 50% off* on every fourth visit.
 - Step 1: **Eat**
 - Enjoy your favorite meal at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill® and spend at least \$20* on food and non-alcoholic beverages to earn a qualified visit.
 - Spend at least \$40* on food and non-alcoholic beverages while dining at Fleming's Prime Steakhouse & Wine Bar® to earn a qualified visit.
 - Step 2: **Earn**
 - Make three qualified visits within six months to receive a reward of 50% off* your next meal.
 - Step 3: **Redeem**
 - Every fourth visit, enjoy your 50% off*.
 - There's no limit to how many rewards you can earn.

Free Enrollment & Welcome Bonus!

- Dine Rewards™ is free to join and the rewards begin immediately.
- After signing up online, members automatically earn:
 - \$5 off* of food and non-alcoholic beverages at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill®
 - \$10 off* of food and non-alcoholic beverages at Fleming's Prime Steakhouse & Wine Bar®

Qualified Visits

- A qualifying Dine Rewards™ visit is defined as:
 - \$20* minimum spend on food and non-alcoholic beverages at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill®
 - \$40* minimum spend at Fleming's Prime Steakhouse & Wine Bar®

- Discounts, alcohol, gift card purchases, taxes, and tip are excluded in minimum spend requirement.

Simple Online Management

- With Dine Rewards™ there is no need for a membership card to keep track of or remember. Real-time information can be easily tracked and managed online at our members' convenience.
- When visiting one of the participating restaurants, guests can simply tell their server that they are a member of the Dine Rewards™ program and provide them with the phone number associated with their account to receive credit.
- In the spirit of flexibility that characterizes the Dine Rewards™ program, membership cards are also available in the restaurants upon request.

*For specific Terms and Conditions visit <https://www.dine-rewards.com/terms-and-conditions>.

Dine Rewards Participating Restaurants

Dine Rewards™ members can enjoy rewards from close to 1,500 participating restaurants throughout 48 states U.S. states.

Outback Steakhouse®

Outback Steakhouse®, an Australian-inspired casual dining restaurant, starts fresh every day to create the flavors our mates crave. Internationally known for award-winning steaks and a wide variety of chicken, ribs, seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. Outback is committed to consistently high-quality food and service, generous portions at a down under value in a fun, casual atmosphere suggestive of the Australian Outback.

Carrabba's Italian Grill®

Carrabba's Italian Grill® features a casual dinner in a warm, festive atmosphere. Discover a variety of fresh, handmade Italian dishes cooked to order in a lively exhibition kitchen. At Carrabba's, you'll experience flavorful foods prepared just for you and find hospitality is our passion.

Bonefish Grill®

Bonefish Grill® specializes in market-fresh fish from all over the world. Our fish is prepared over a wood-burning grill and then paired with original sauces or toppings made from only the freshest ingredients. Bonefish Grill® offers a big city bar atmosphere serving regional craft beers and seasonal cocktails with hand-squeezed juices and fine herbs. From innovative recipes, to contemporary renditions of the classics, our chef-driven menu and bar fresh cocktails are designed to indulge your senses, regardless of the occasion.

Fleming's Prime Steakhouse & Wine Bar®

Fleming's Prime Steakhouse & Wine Bar® is an ongoing celebration of exceptional food and wine. Indulge yourself with the finest prime steaks and discover new tastes with the Fleming's 100, our award-winning list of 100 wines by the glass. Fleming's gracious service and dedication to excellence turn evenings out into memorable times.

America's Favorite Restaurants

Nation's Restaurant News 2016 Consumer Picks rated the Dine Rewards™ brands as consumer favorites:

Outback Steakhouse®

- Ranked Top 5 for Most Family-Friendly Chain Restaurant 2015 (*The Daily Meal*)

Carrabba's Italian Grill®

- #1 America's 14 Best Italian Restaurant Chains 2016 (*The Daily Meal*)
- #2 Italian for 2016 Consumer Picks (*Nation's Restaurant News*)

Bonefish Grill®

- #1 Seafood and #3 Casual Dining for 2016 Consumer Picks (*Nation's Restaurant News*)
- #1 Chain Restaurant Consumers' Choice Awards for Food Quality 2016 (*Technomic*)
- #2 Consumers' Favorite Chains 2016, Casual Dining (*Technomic*)

Fleming's Prime Steakhouse & Wine Bar®

- Voted Top 5 Restaurant Chains Overall for 2016 Consumer Picks (*Nation's Restaurant News*)

What Today's Diners Want

Dine Rewards™ was designed to meet the needs of frequent diners with busy lifestyles who enjoy a quality dining experience, as well as the value of simple rewards.

Research shows:

- 75 percent of consumers would like to have one rewards program membership that was honored at multiple restaurant chains¹.
- 54% of *older* restaurant loyalty programs are inactive². Why? Restaurateurs have been making it *too hard* for guests to sign up for an interact with restaurant loyalty programs.
- Engaging with loyalty programs is more popular than sharing on social media or posting reviews.³

¹Loyalty is an independent company focused on providing loyalty-marketing, data analysis and research services.

² Teresa Navarra in *UpServe* (December 15, 2015)

³ OpenTable, "Technology and Dining Out 2015," July 16, 2015

- Millennials have surpassed baby-boomers as the nation's largest living generation. Today, 96% of Millennials are using restaurant loyalty programs⁴.

Learn More

To learn more about Dine Rewards™ diners should visit <https://www.dine-rewards.com/>, enroll and let the rewards begin!

⁴ Software Advice