

Please note that this document will be updated periodically. Please reference the latest version before proceeding with your marketing plans.

Marketing Guidelines for Restaurant.com Independent Consultants

Being an Independent Consultant can be a fun and rewarding experience. Restaurant.com has compiled the following information to help you to successfully market your business. These guidelines are in place to help you succeed, as well as to provide parameters on how to most appropriately represent the Restaurant.com business and brand in various marketing channels including: social media, email and personal blogs and websites. Please reference the FAQs and Terms and Conditions for any questions not answered here, or contact the Restaurant.com Independent Consultant hotline at 1-541-205-6334 or consultant@restaurant.com.

Logos and Brand Guidelines

You can download approved Restaurant.com logos in the Marketing Guidelines that will be sent after training as been completed. These logos and the Restaurant.com tagline, "Best Deal. Every Meal." may not be altered in any way. Restaurant.com Certificates should not be referred to as coupons or vouchers. Please refrain from using language like "free meal," "free dinner," et al. Always capitalize the letters "R" and "C" when referring to the Restaurant.com Card or Restaurant.com Certificate in copy. "Certificate" and "Card" must be capitalized when they are used immediately following "Restaurant.com."

Restaurant.com Card = when physical card is being offered

Restaurant.com Code = when card is being offered/delivered electronically

Restaurant.com Certificate = end product, what the customer will present at restaurant on online merchant

Standard Terms and Conditions: Minimum spend requirements vary and other restrictions apply. Visit <http://Dine.Restaurant.com> for complete terms and conditions, participating restaurants and providers.

All creative put together for the below mentioned by the Independent Consultant or the Independent Consultant's clients must be submitted for approval to consultant@restaurant.com. This approval can take up to 5-7 business days.

Advertising

Independent Consultants are welcome to advertise Restaurant.com products and drive business or recruit new Independent Consultants through appropriate advertising channels including: websites, online job boards, community newspapers and more. Sites and outlets from which you are prohibited from advertising the Restaurant.com products or services include: Restaurant.com affiliates, so-called "cybersquatting" domains (any domain that purposely misspells any registered or unregistered RDC trademarks) and the Restaurant.com Facebook page. Also, Independent Consultants are not permitted to bid on Search Terms that include the following terms: Restaurant.com, Restaurant, and Dining Deals.

Blogs and Personal Websites

Blogs and personal websites are a great way to promote your business, recruit prospective clients and add members to your business team. Please be sure to follow these guidelines:

- You must disclose that the blog or website is managed by an Independent Consultant and is not a corporate Restaurant.com site or blog
- You may not sell Restaurant.com's Certificates directly through your blog or website.
- The Restaurant.com logo is available to use on your blog or website, however you cannot alter the logo.
- Personal blogs or websites promoting your Restaurant.com business cannot be search engine optimized using paid search tactics

Email Marketing

Email marketing can be an effective tool to grow your business. One simple way to create an email marketing campaign is to forward Restaurant.com emails (register at www.restaurant.com) to your friends, family and business contacts. If you decide to send your own emails, it is important that you comply with the rules for commercial email practices. For example the CAN-SPAM Act gives recipients the right to request to be removed from your email list and the request must be honored in a timely manner. You must comply with ALL legalities of the CAN-SPAM Act. You should also be careful to note that if a person chooses to opt out of your emails, they are not opting out of Restaurant.com emails, as Restaurant.com is a separate entity.

If you create an email account for your business, please do not use "Restaurant.com," "RDC" or any other brand reference that might lead recipients to believe the email is coming from the corporate office. The subject line also should not imply the email is from Restaurant.com directly.

Social Media

Social media can help raise the visibility of your business. Here are some of the best practices for how to leverage social media to promote your business:

THE BASICS:

Be professional!

You represent your business, so remember to keep your posts clean and respectful. If you're open about your business in social media channels, it's important to remember that you can't separate work posts

from personal posts. So be mindful of the language you use (keep it PG-13 or better) and the things you post as this represents both you and your business.

Facebook

Individual Facebook Profiles

If you have a Facebook profile and wish to promote your business, we encourage you to do so. You can also create a Facebook fan page for your business. Guidelines for Restaurant.com Independent Consultant Facebook fan pages are below:

If you choose to create a Facebook fan page for your business:

You are required to disclose that the page is managed by an Independent Consultant and is not a corporate Restaurant.com page.

- Your page name may NOT begin with "Restaurant.com" however we encourage you to use the "Restaurant.com" in the page name. For example, "Restaurant.com Salt Lake City" is not permitted, however "Salt Lake City Restaurant.com Restaurants" is permissible. This ensures consumers can easily find the corporate page.
- You cannot alter the Restaurant.com logo or tagline. This ensures the logo is easily recognizable and maintains its integrity.
- You must inform Restaurant.com of your page via email to social@restaurant.com. Please include the page name, a link to the page and the name and contact information of the individual managing the page.

If you choose to use Facebook to promote your business, be sure you understand and comply with all of Facebook's policies. Restaurant.com will not be responsible for any loss, damage or legal liability incurred as a result of your actions on Facebook.

Restaurant.com Facebook Page

Independent Consultants may NOT advertise their business or attempt to recruit new ICs on the Restaurant.com corporate Facebook page.

Facebook Advertising

Independent Consultants may use Facebook ads to promote their business, but the use of Restaurant.com name or logos in these advertisements is not permitted.

Twitter

Independent Consultants are encouraged to promote their business via Twitter. Independent Consultants that leverage Twitter to promote their business are required to disclose that the profile or handle is managed by an Independent Consultant and is not associated with the corporate Restaurant.com Twitter handle. Independent Consultants are prohibited from promoting their business by using the corporate Restaurant.com Twitter handle (@Restaurant_com).

The Restaurant.com logo is available for use in your Twitter profile, however you are not permitted to alter the logo in any way. If you choose to promote your business on Twitter, please be sure to understand and comply with all of Twitter's policies. Restaurant.com is not responsible for any loss, damage or legal liability incurred as a result of your actions on Twitter.

LinkedIn

Independent Consultants and Independent Consultant Managers are encouraged to create LinkedIn profiles to promote their business. This can be a particularly helpful tool for ICMs looking to recruit members to join their business team. It's also a great way to find business contacts and network. If you choose to use LinkedIn to market your business, please observe these guidelines:

- You must disclose that the profile is managed by an Independent Consultant and is not a corporate Restaurant.com profile.
- You must use your official title (Independent Consultant or Independent Consultant Manager).
- The Restaurant.com logo is available to use, but you are not permitted to alter.

If you choose to promote your business on LinkedIn, please be sure to understand and comply with all of LinkedIn's policies. Restaurant.com is not responsible for any loss, damage or legal liability incurred as a result of your actions on LinkedIn.

Public Relations

The Restaurant.com PR team is on hand to support your local media outreach. Prior to engaging any local media, please contact incentivesinfo@restaurant.com so we can prevent any conflicts and provide support as needed. All media outreach needs to be done in concert with Restaurant.com. If you are contacted by media to comment on an existing story, please do not comment and refer all communications to incentivesinfo@restaurant.com for assistance.

Must Knows...

- When advertising your business and the Restaurant.com program, Restaurant.com prohibits consultants from promoting Restaurant.com products or services on sites that contain or promote material that is violent, threatening, harmful, discriminatory, defamatory, infringing, harassing, offensive or otherwise objectionable or inappropriate, or that promote illegal or pornographic activities. In all advertisements, you must clearly state you are an independent consultant for Restaurant.com.
- If you hire a company or individual to assist you with your advertising, you are responsible for ensuring that they follow these marketing guidelines.
- Restaurant.com reserves the right to request that you stop any advertising efforts. Failure to comply with this request or terms above or attempts to misrepresent your efforts as Restaurant.com corporate office is a violation of copyright law and may lead to consequences including but not limited to termination of your IC contract and further legal action.

We hope that these tips and guidelines are helpful as you market your business and the Restaurant.com products or services. If you have further questions, please feel free to contact the Restaurant.com Independent Consultant hotline at 1-541-205-6334 or consultant@restaurant.com.