

ERIK'S DELICAFÉ REWARDS PROGRAM TERMS AND CONDITIONS

The Erik's DeliCafé Rewards Program (the "**Rewards Program**") is offered by Erik's DeliCafé and/or its [subsidiaries, licensees, franchisees and affiliated companies] ("Erik's", "**we**", or "**us**"). These Terms and Conditions ("**Terms and Conditions**") apply only to the Rewards Program (as defined below) offered herein, and not to any other website, mobile app, product, service, or program offered by us. These Terms of Use are a legal and binding agreement between you and Erik's governing your use of this Rewards Program, which includes its content, information, services, and features.

Please read these Terms and Conditions, which apply to your use of the Loyalty Webpage and enrollment and participation in our Rewards Program. If you do not agree to these terms, then do not use this Loyalty Webpage or participate in the Rewards Program.

Modifications

We may modify these Terms and Conditions from time to time. When we do, we will notify you by email or otherwise as required under applicable law. It is therefore very important that you update your account information or notify us when your email address changes. Any changes to this Terms and Conditions will also be posted here. Your continued use of the Loyalty Webpage or participation in the Rewards Program after any modification confirms your acceptance to the modifications.

Additionally, Erik's may at any time, for any reason, and without notice or liability: (1) modify, suspend, or terminate operation of or access to this Rewards Program or any portion thereof; (2) change, revise, or modify this Rewards Program or any portion thereof; (3) interrupt the operation of this Rewards Program or any portion thereof for maintenance and support; (4) impose limits on certain features and services, or restrict access to the Rewards Program; and/or (5) terminate the authorization, rights, and license given above. Upon any termination, the rights and licenses granted to you herein shall terminate, and you must cease all use of the Rewards Program.

Content & Use

This Rewards Program and all content, information, and other materials featured, displayed, contained, and available on this Rewards Program (collectively, the "Content") are owned by or licensed to Erik's and are protected by copyright, trademark, trade dress, patent, and/or other intellectual property rights. Subject to your compliance with these Terms and Conditions, Erik's grants you a personal, non-exclusive, non-transferable, limited right to access, use, and display this Rewards Program for noncommercial purposes only. You may not, in any way, otherwise copy, reproduce, distribute, transmit, display, perform, reproduce, publish, license, modify, create derivative works from, sell, or exploit, in whole or in part, this Rewards Program or its Content.

You agree to use this Rewards Program and the Content in accordance with these Terms and Conditions and all applicable laws and regulations. Erik's may prohibit access, use, conduct,

communications, or content that we, in our sole discretion, deem to be harmful to this Rewards Program, the Content, users, us, our brand, or any other person or entity, or that violates these Terms and Conditions and/or applicable law.

Rewards Program

We offer the Erik's Loyalty Club program (the "**Rewards Program**") to reward and thank our loyal restaurant customers. Rewards Program services are provided through our App and through our website. The Rewards Program is available to enrolled members at participating Erik's restaurants in the United States. Rewards accumulated under the Rewards Program are promotional and have no cash value. There are no membership fees associated with the Rewards Program.

Eligibility: You may enroll in the Rewards Program if you: (1) are a legal resident of the United States; (2) at least 13 years of age at the time you enroll; (3) have an active, valid e-mail address; and (4) are a human being. No corporations, partnerships, limited liability companies, or other legal entities can participate in the Rewards Program.

The Rewards Program is not targeted towards, nor intended for use by, anyone under the age of 13. If you are between the ages of 13 and 18, you may only use the Rewards Program under the supervision of a parent or legal guardian who agrees to be bound by these Terms and Conditions.

Enrollment/Rewards Account: You can enroll in the Rewards Program and create a Rewards account ("**Rewards Account**") in one of the following ways:

Click [here](#) to create a Rewards Account;

Visit the Erik's website located at www.eriksdelicafe.com; or

Download the App and sign up through your Facebook account or Email address.

Your Rewards Account is personal to you and may not be sold, transferred or assigned to, or shared with family, friends or others a third party. You may have only one (1) Rewards Account.

As a part of the Rewards Program, Erik's will send you transactional, informational, and promotional messages and/or offers. These communications may happen in the form of push notifications through the App, email, and/or any other ways you may have selected when you enrolled in the Rewards Program. If your contact information changes, or if you wish to change your contact information or the method by which we send you messages, please contact us at <http://www.eriksdelicafe.com/contact-us>.

Rewards: By accumulating one hundred (100) Points in your Rewards Account, you will earn one (1) \$10 Reward (a "**Reward**"), which you may redeem at participating Erik's restaurants. The Reward will be valid for the lifetime of Erik's Reward Program. Once you earn a Reward, you may start accumulating Points towards another Reward. You may redeem any amount of Rewards per visit regardless of the number of Rewards you have earned in your Rewards

Account. A Reward may be combined with other offers or coupons. Points and Rewards are valid for the lifetime of Erik's Reward Program.

You will earn and receive Points toward Rewards as follows:

Qualifying Purchases: Rewards Program members will earn and receive Points toward Rewards by making qualified purchases at participating Erik's restaurants and by, providing your phone number at the register when placing your order, providing your e-mail address at the register when placing your order, signing in to you online Loyalty Account and entering the bar code number within seven (7) days of your purchase, or by other methods we may allow from time to time. You will earn one (1) Point for every \$1.00 spent on a qualified purchase.

To receive Points for a qualified purchase, provide your phone number at the register when placing your order, provide your e-mail address at the register when placing your order, sign in to your online Loyalty Account and enter the bar code number on the receipt within seven days of your purchase, or by other methods we may allow from time to time. After this verification, the Points to which you are entitled will be applied to your Rewards Account. You can track the Points and Rewards you have already earned and that you may earn in the future by logging into your Rewards Account.

Social Media Sharing & Referral Bonuses: Customers who use Facebook to create a Rewards Account will receive 20 Points in addition to any other Points available to new Rewards Account members.

You can also receive an extra 30 Points for every friend you refer who joins our Rewards Program by downloading the App and starts earning Points. Your extra Points will not be awarded until the referred member enrolls in the Rewards Program through the App and earns their first Points. You can also share your Erik's experience on your personal Facebook page through the App. You have the option to make your comment public, but please note that by making your comment public, we may use your comment on the Erik's website, Facebook page, and/or other social media outlets.

Discontinuation of the Loyalty Club Card: We are updating our Rewards Program, effective January 1, 2017. Previously, Erik's has used a Loyalty Club Card ("Loyalty Club Card"), or a phone number connected to a Loyalty Club Account, as a vehicle for customers to collect Points and redeem Rewards. To provide better service to our customers, we now operate our Rewards Program services online through the App and through our website.

After October 1, 2017 all Loyalty Club Cards will be discontinued and any Points or Rewards accrued on a Loyalty Club Card, or via a phone number connected to a Loyalty Account, will no longer be accepted. Some Erik's locations have already transitioned to the online Rewards Program and can only award Points and redeem Rewards through our App or website. For a limited time, current Loyalty Club Card holders may participate in our special offer to transfer Points and Rewards accrued on a Loyalty Club Card to a new Rewards Account in our online Rewards Program.

Special Offer For Current Loyalty Club Card Holders Only: Erik's appreciates the value its current Loyalty Club Card members hold in any Points or Rewards accrued on their Loyalty Club Cards and is offering to transfer these accrued Points and Rewards to a new Rewards Account in our online Rewards Program. To ease this transition, we are offering to convert the Points you have already collected to one (1) \$10.00 Reward, or 100 Points, which will be credited to your new Rewards Account when you join our online Rewards Program and follow the instructions to link your Loyalty Club Account during the enrollment process. This offer only applies to Points that have been accrued towards a Reward on a Loyalty Club Card, or Points accrued using a telephone number tied to a Loyalty Club Account.

Rewards you have already collected will be credited to your new Rewards Account by contacting the Corporate Office and providing your Loyalty Card number or telephone number tied to a Loyalty Club Account. Please contact us at <http://www.eriksdelicafe.com/contact-us>.

Customers who do not currently have a Loyalty Club Card, or who do not currently use a phone number tied to a Loyalty Account to collect Points and Rewards are not eligible for this special offer.

This is a limited time offer. To take advantage of this special offer, please join the online Rewards Program by signing up for a new Rewards Account on our website or App by September 30, 2017. Only one credit will be granted per Loyalty Club Card. If you have questions about this Special Offer, please contact Erik's at <http://www.eriksdelicafe.com/contact-us>.

Additional Rewards Program Terms: Erik's reserves the right to terminate your Rewards Account and/or your participation in the Rewards Program if we determine in our sole discretion that you have violated these Terms and Conditions, you have more than one (1) account, or that the use of your account is unauthorized, deceptive, fraudulent or otherwise unlawful. Erik's may, in its sole discretion, suspend, cancel, or combine Rewards Accounts that appear to be duplicative, and may refuse to allow you to reenroll in the Rewards Program.

Erik's has the right at any time, with or without giving you prior notice, to:

- end or cancel the Rewards Program and/or any specific Reward;
- change any Reward or other Rewards Program benefit we offer;
- change the requirements for earning a particular Reward;
- change the time you have in which to earn a particular Reward; and/or
- change any other feature of the Rewards Program.

If we end the Rewards Program, Rewards you have earned but not used will expire on the end date, and you may not redeem any Rewards or use any credits after the end date.

Login and Registration

Certain features or services offered on or through this App or Loyalty Website may require you to complete a registration process and/or setup an account or login. In connection therewith, you agree to (1) provide true, accurate, current, and complete information about yourself, and (2)

maintain and promptly update your information to keep it true, accurate, current, and complete. You are entirely responsible for maintaining the confidentiality of the information you hold for your login, including your password. You agree to notify Erik's immediately of any unauthorized use of your login, or any other breach of security. You may be held liable for losses incurred by Erik's or any other App user or visitor due to someone else using your login as a result of your failing to keep your login information secure and confidential.

You may not use anyone else's account or login information. Erik's shall not be liable for any loss or damage arising from your failure to comply with these obligations.

No Warranties

THIS APP, THE CONTENT, AND THE REWARDS PROGRAMS ARE PROVIDED ON AN "AS IS", AND "AS AVAILABLE" BASIS, AND ERIK'S HEREBY EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES OF ANY KIND, EXPRESS, IMPLIED OR STATUTORY, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF TITLE, NON-INFRINGEMENT, ACCURACY, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE. WITHOUT LIMITING THE FOREGOING, ERIK'S DOES NOT GUARANTEE THAT THE APP OR CONTENT WILL BE ERRORFREE, UNINTERRUPTED, OR FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS, OR THAT ANY DEFECTS WILL BE CORRECTED.

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Electronic Communications

When you visit this App or send e-mails to us, you are communicating with us electronically. You consent to receive communications from us electronically. We will communicate with you by e-mail or by posting notices on this App. You agree that all agreements, notices, disclosures, and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing. You further agree that any notices provided by us electronically are deemed to be given and received on the date we transmit any such electronic communication as described in these Terms and Conditions.

International Users

This Rewards Program is controlled, operated, and administered by Erik's from offices within the United States of America. We make no representation regarding use of this Rewards Program outside of the United States. You may not use this Rewards Program or export any portion of it in violation of U.S. export laws and regulations. If you access this Rewards Program from locations outside of the United States of America, you are responsible for compliance with all local laws.

Governing Law/Venue

This Rewards Program is governed by and subject to the laws of the State of California, USA and, where applicable, U.S. federal law, without regard to conflict of law principles. You agree to submit to the exclusive jurisdiction and venue of the courts located in [Santa Cruz County, California] for any disputes arising out of these Terms and Conditions, the App, or the Rewards Program. Notwithstanding this provision, you agree that Erik's may apply for injunctive or other equitable relief in any court of competent jurisdiction.

Privacy

Please review our Privacy Policy located at <http://www.eriksdelicafe.com/privacy-policy> (the "**Privacy Policy**"), which is incorporated herein and also governs your use of this App and Rewards Program, to understand Erik's privacy practices.

General Provisions

All or any of Erik's rights and obligations hereunder may be assigned to a subsequent owner or operator of this App in a merger, acquisition or sale of all or substantially all of Erik's assets. If, for any reason, a court of competent jurisdiction finally determines any provision of these Terms and Conditions or any portion thereof to be unenforceable, such provision will be enforced to the maximum extent permissible so as to give the intended effect thereof, and the remainder of these Terms and Conditions will continue in full force and effect. Erik's failure to act with respect to a breach by you or others does not waive Erik's right to act with respect to that breach or subsequent or similar breaches.

Questions

If you have any questions regarding the App, the Rewards Program, and/or these Terms and Conditions, you can contact us at: <http://www.eriksdelicafe.com/contact-us>

Last Updated

Terms and Conditions last updated on **April 25 2017**