



Big Dog's Hospitality Group, Inc.
"Big Dog's Reward Card"

Official terms and conditions

Revised November 17, 2005

1. Members must be 21 years of age or older.
2. Employees of Big Dog's Hospitality group, Inc, and any related companies are not eligible for membership.
3. Membership in the Big Dog's Reward Card (hereafter referred to as "BDRC") is not transferable.
4. All members must complete, sign, and submit a BDRC application form to an authorized agent in order to redeem points. Customers must spend a minimum net cash value of \$15.00 in a single transaction to be invited to join BDRC.
5. Members may only have one active account at any time.
6. Upon receipt and processing by Big Dog's Hospitality Group, Inc. (hereafter referred to as "BDHG"), a member may earn and redeem cash rewards at any BDHG location in Clark County, Nevada.
7. BDRC is active upon issuance but cash rewards will not be available until application is fully processed. This will generally happen with 14 days.
8. Points are earned on a transaction cash value basis. 1 point will be earned per \$1 of cash value transactions when the BDRC is presented. Cash value transaction is determined after deducting all taxes, coupons, discounts, and comps. Points will generally be posted within 48 hours. Points are not earned on catering or gambling activities.
9. Upon posting of 120 points to the BDRC account, 120 points will be automatically redeemed for \$10 credit value. This credit value can be redeemed at any BDHG Clark County, Nevada location for food, beverage, or retail purchases. Credit value can not be redeemed on catering or gambling activities.
10. BDHG reserves the right to discontinue or modify this program at any time. Notice will not be provided to members. Current rules are available at any BDHG Clark County, Nevada location and on the company's website (www.bigdogsbrews.com).
11. BDHG reserves the right to refuse awards to any persons who have wrongfully earned points or awards via machine or system malfunctions or through deception, forgery or other abuses of the program.

12. BDRC membership is a privilege. Use of membership account indicates acceptance of all rules and other terms and conditions of the BDRC.
13. Management reserves the right to inactivate any account or refuse membership at its sole discretion.
14. BDHG reserves the right to modify or discontinue any promotion at any time without prior notification.
15. Accounts without activity for at least 12 months will be considered inactive and may be deleted. Upon being declared inactive, all points are forfeited.
16. For inactive accounts with credit balances, a \$5.00 per calendar month processing fee will be deducted from the credit balance. When the credit balance reaches \$0.00, the account will be deleted.
17. Deleted accounts will not be reinstated.
18. BDHG is not responsible for unauthorized use of BDRC.
19. The credit value of cards will not be replaced if card is lost, stolen, or destroyed.
20. BDHG reserves the right to adjust any points balance or credit balance resulting from malfunction, operational errors, and/or fraud.
21. Members who wish to preclude themselves from receiving gaming oriented direct marketing advertisements may do so by completing a Player's Club Solution Form indicating their preference. This form is available at each BDHG Clark County, Nevada location.
22. Members who wish to preclude themselves from receiving BDRC related direct marketing advertisements must terminate their membership in the BDRC program by sending a letter indicating their preference along with the membership card to: BDHG Reward Card, Reward Card Coordinator, 6354 W. Sahara Avenue, Las Vegas, Nevada 89146.
23. Management reserves all rights in regard to card distribution, usage, and expiration. The BDRC card is the property of BDHG and must be returned upon request.
24. Enrollment in and/or use of the BDRC will be considered acceptance of the terms and conditions listed above.

Questions regarding the Big Dog's Reward Card can be directed to:

Director of Marketing
Big Dog's Hospitality Group, Inc.
6354 W. Sahara Ave.
Las Vegas, NV 89146

(702) 368-3715
(702) 368-3723 fax