

Our **current partners** LOVE our *different* approach to gift certificate sales.

We work with over 80 of the best local spots in Arizona!

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HOUSE





Haven't heard of us? PERFECT. 30,000 foodies have.

Localdines.com has grown **organically** and **strategically** to provide you with quality, unique customers in a limited fashion day in and day out. We service an average of 1.7 tables per day.

We do NOT cater to the 'daily deal' crowd and you are never **INNUNDATED with GC's**. We cater to foodies, affluent women, doctors, lawyers, and people who enjoy **dining locally**.

We have grown by word of mouth to over **30,000 active diners** – each spreading their experiences of Localdines.com restaurants – while only being able to purchase 'once per household' over a 4 month period at your restaurant.

By having your restaurant in a quality – **LIMITED** – Gift Certificate program, you create supply and demand, while enjoying all the added tools we supply you with by being a partner.

We focus on the trend of Gift Certificate programs, but do it the right way. Everyone wants to save some cash – we use our program as an **incentive** to drive them into your restaurant where 90% of the time your new customer spends **well above the face value**.

Ultimately what we are – is an advertising engine for your business – it's free – and it's effective.



“Bottom Line, meet Cash Flow. Cash Flow, meet Bottom Line.”

Nice to meet you!

LocalDines.com uses a supply and demand formula to create new and unique diners for your restaurant.
We only sell 50 GC's per month/per restaurant. (Avg 1.7 tables covered per day)

Further, you are simply trading out food costs for this new customer.
We then **pay you back** your food costs from the revenue share of the gift certificate redemption.
90% Of LocalDines.com customers spend well above and beyond the GC value.

Simple Math: You redeem 30 (\$30.00) LocalDines.com GC's in one month of the 50 sold.

*Your check average is \$51.00.
\$51.00 - \$30.00 GC Face Value = \$21.00
Plus we pay \$9.00* for every GC redeemed.
\$21.00 profit on table top + \$9.00* from revenue share = \$30.00
\$30.00 X 30 Redeemed = \$900.00*

The Best Part?

**You spent no advertising dollars for these customers and added revenue to your bottom line.
Now the process repeats for month 2 with even more redemptions.**

*Each restaurant is different. We create a revenue share that works for you based on the GC face value



A Partnership with us ALSO includes the following added value:

****A 30: Second Fully produced TV Spot (Value of \$750)***

****A Custom Page that streams your commercial 24/7***

****Back End Management portal through your custom page that includes:***

customer database, check averages, cash flow breakdown, monthly activity, wait staff tip averages, custom page edits, reviews, account balance, etc.

****An eBlast once a month to over 30,000 foodies***

****Exposure 24/7 with the best locally owned and operated restaurants in the valley***

****Free advertising***

****A sustainable and controllable marketing program***

We do all the work, you do all the cooking...



SAMPLE PARTNERS *(just a few)*



NOBU



AT TEEETER HOUSE



...these restaurants are part of an elite group of over 70 Hot Spots that are featured on the site 24/7.

Current Partner Check Averages (sample)



Giuseppe's on 28th

Account Activation Date: 10/11/2011
Visit page: [here](#)

Average Check Total (Last 90 days)	\$79.55
Certificate Value	\$30.00
Food Cost @ 30%	\$23.87
Gross Profit per certificate	\$25.69
Plus: Earnings per certificate of	
Current Account Balance	\$771.00



Nobuo at Teeter House

Account Activation Date: 06/02/2011
Visit page: [here](#)

Average Check Total (Last 90 days)	\$99.08
Certificate Value	\$50.00
Food Cost @ 30%	\$29.72
Gross Profit per certificate	\$19.36
Plus: Earnings per certificate of	
Current Account Balance	\$1,975.00



Local Bistro

Account Activation Date: 08/22/2011
Visit page: [here](#)

Average Check Total (Last 90 days)	\$84.12
Certificate Value	\$30.00
Food Cost @ 30%	\$25.24
Gross Profit per certificate	\$28.88
Plus: Earnings per certificate of	
Current Account Balance	\$1,698.00

Your Back End Management (sample)

Management Menu

- View Reports**
- Customer Comments
- Redeem Gift Certificates
- Affidavits
- Update My LocalDines.com Page
- Customers
- Documents
- Contact LocalDines.com
- FAQ
- Change Password
- Return to Home Page

Have a specific concern or request?
Contact info@localdines.com
anytime or call 888-788-5411
(Monday-Friday, 9am-5pm EST)

Value-Added Services

Summary Account Balance Monthly Activity Customer Comments Print Reports

View My Reports – Account Summary

Select Certificate Range From February 2012-March 2012

From:

To:



Number of Times In Search Results	11,655
<small>(Data tracked since 07/15/2011)</small>	
Number of Page Views	507
Number of Empty Tables Filled	54
Featured Restaurant on Home Page	75
300 by 250 Ad impressions	0
660 by 140 Ad impressions	0
Average Check Total	\$58.61
Average Waitstaff Tips per Table at 18%	\$10.61
Total Waitstaff Tips Generated at 18%	\$573.48

*Data displayed above is derived from redemption check amounts.



WHAT WE BELIEVE:

YOUR MOST EXPENSIVE TABLE IS AN EMPTY ONE.
WE SERVICE 50 OF YOUR TABLES PER MONTH (1.7 PER DAY) AND GENERATE A PROFIT ON THEM.

BY WORKING WITH *THE RIGHT RESTAURANTS*, WE ATTRACT *THE RIGHT CUSTOMERS*.
90% OF OUR CUSTOMERS SPEND WELL ABOVE THE GIFT CERTIFICATE FACE VALUE.

WHAT DOES THIS MEAN?

IT MEANS THAT LOCALDINES.COM CUSTOMERS ARE TRULY LOOKING FOR A UNIQUE EXPERIENCE.
BY USING AN INCENTIVE – **ONE GIFT CERTIFICATE** – LOCALDINES.COM CUSTOMERS CAN FIND A
PLACE TO DINE LOCALLY AND *DINE DIFFERENTLY*.

WE BRING THEM IN, YOU BRING THEM BACK.



NEXT STEPS?

Easy. Trade us 200 gift certificates that we will sell (50 per month) on our site.

- *This is an average of 1.7 tables per day -*

You will receive 60% of every GC redeemed at your restaurant.

Ex. - if your doing a \$40 GC sold for \$20 on the site – you receive \$12.00 for every GC redeemed at your restaurant.

This covers food costs and you can cash out your redeemed portion at any time.

You will also receive the following:

30 sec HD TV spot (\$750 value - great for social networking & SEO)

Custom Page on Localdines.com with back end management system (track the spend)

Database of ALL customers (awesome way to reconnect)

Exposure on the site 24/7 (free impressions/advertising)

Eblast once a month to over 30,000 subscribers (\$1500 value)

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