

66%

▶ MAY-JUNE PROGRAM SHOWING 66% OF "VIEWED" OFFERED REDEEMED 2

▶ WHAT'S NEXT? HOW ABOUT TWO SIMULTANEOUS OFFER STREAMS? 3

▶ SUCCESSFULLY MANAGING MISREDEMPTION & "HOW TO" 3

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Lime Cellular *focus*

PROVIDING REAL TIME CUSTOMIZED PROMOTION RESULTS REPORTING TO OUR DUNKIN' TBG CLIENT. SPECIAL END OF DAY INVENTORY CLEARANCE ISSUE.

TBGFAC's Dunkin' Donuts Mobile Promotion for "End-Of-Day" Inventory clearance started in mid-May and concluded on June 18, 2010. Here are the results...

Strong Results for "Donut Blowout" Program

Over the 5 week period ending on June 18, our mobile program generated an overall 8% redemption rate with 74 total redemptions. 940 mobile coupons were issued during the 5 week period.

We're pretty pleased with these results, especially given that our mobile opt-in list at TBG Briarcliff was 5-6 months old at the time this program was in-market.

Redemption rates for individual coupon offers showed a wide variance, ranging from a high of 20% to a low of 4% for

the program. After the "Free Cup of Coffee" re-up offer, the highest coupon redemption rate was for the terrific breakfast offer: \$0.99 for an Egg & Cheese Sandwich.

Our "End of Day" Donut Blowout offer generated a pretty strong 4% redemption rate and given that the average ticket on these redemptions averaged about \$5.00 - \$6.00 and more per transaction, we're pretty pleased with these results. That's about 50% more than the average ticket at the TBG Briarcliff location!

A TBGFAC "End-Of-Day" Clearance coupon as appearing on a consumer mobile handset

DUNKIN DEAL: At 5:00pm

Donut Blowout --
After 5:00pm ONLY!
Buy 6 Get 6 Donuts
FREE!



Buy 6 Get 6

EXP 06/10/10

Terms and conditions

Special Offer from Dunkin' Donuts:
Buy 6 Donuts Get 6 FREE -- After
5:00pm ONLY. Offer valid at
Dunkin' Donuts, 80 North State
Road, Briarcliff Manor, NY. You
must present the promotion code
to the cashier to use this coupon.
No copies accepted.

Over 1/3 of our mobile coupons were issued during afternoon time frames with a fast two-day expiration period. While this certainly limited participation as our opt-in list focused on morning and breakfast offers, these results demonstrate a real business driving use of the mobile channel.

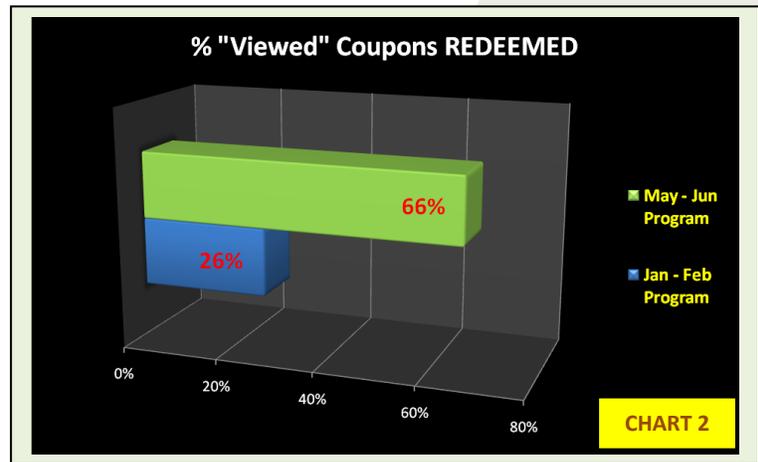
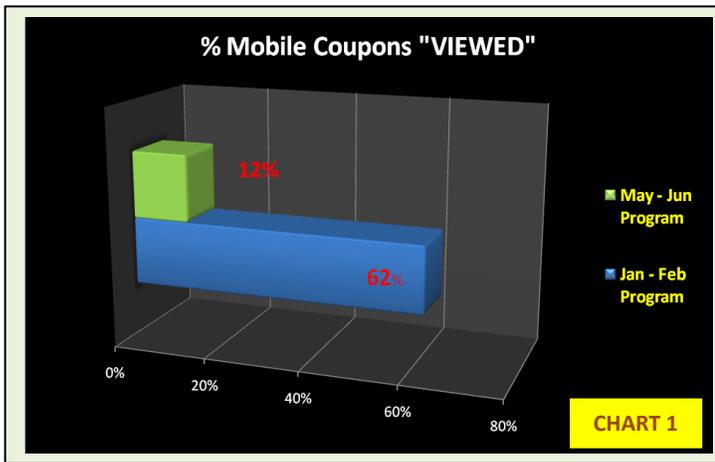
Mobile: Driving Business At The Store Level

The unique "End-Of-Day" inventory clearance program is an example of utilizing the mobile channel to address real business needs at the store level. End-of-Day inventory has always been problematic: most leftover baked product has to be disposed of at store closing or within a specified time frame. While that product is still fresh and marketable, isn't it better to reward loyal customers with a special volume discount for product that would likely be thrown out? *Of course it would!* And mobile is the perfect channel to deliver that special offer – because it can be done "on demand" – when it's needed. There are a number of other business-driving opportunities where mobile can play a decisive role, too...



List Performance: "Views" Are Key

Wow! Look at how our opt-in user list is performing over time. Our user list was recruited during the initial offer period in Jan – Feb, 2010, and the list has dynamically evolved to deliver a core of hi-promotion users!



These interesting list performance metrics are worth a very close look. They demonstrate the performance of our opt-in list over time, and highlight the importance of maintaining and addressing the evolving nature of promotion, time of year and consumer behavior. Importantly, Lime's platform delivers an additional metric for analysis: "VIEWS": when a consumer "views" a WAP coupon.

Our opt-in list is comprised of about 70 consumer users all recruited during Jan, 2010. No further in-store/on-location consumer recruitment was performed. So this list served as the basis for later programs, too – like our just completed May-June program.

Take a look at CHART 1 above. The introduction of unique and novel mobile promotions at DD B-Cliff sparked

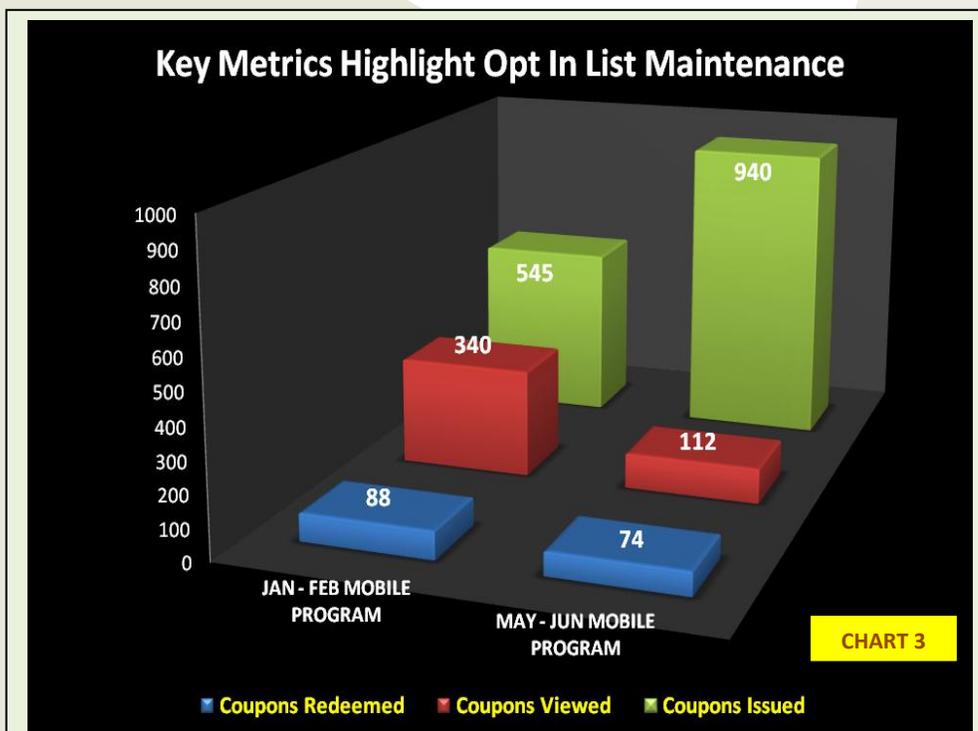
a high rate of consumer involvement. 62% of the coupons issued in Jan-Feb were viewed, compared to 12% during May-June. But how does that translate to business results?

See CHART 2. Look at those redemption numbers! A far higher number of viewed coupons were redeemed during May-June: 66% versus 26%. What a difference!

This suggests that our list has evolved to a core group of hi-frequency mobile promotion users. And a targeted stream of mobile promotion fitting that behavior would make sense for these consumers. Also, recruiting new consumers to opt-in would help to round out list and promotion performance.

A summary of the absolute performance metrics can be seen in CHART 3. Note the number of redeemed coupons: despite the wide variances in "views" and "coupons issued" for each program, redemption numbers were nearly identical: only a 15% variance across 5-6 months and different mobile offer streams.

The "View" metric is critically important and is a unique feature available ONLY in the mobile channel. Without knowing "views," we'd measure redemption only, and as a result have a far less-informed understanding about how a promotion actually performed.





Coupon Misredemption: Successfully Managing The Issues...

*Do our consumer guests always follow instructions on store-issued coupons or offers? **No!** Do they sometimes misunderstand seemingly simple and clear directions? **Yes!** The mobile channel offers unprecedented flexibility to address these, and other, issues. And to raise the bar regarding how to solve these customer service challenges...*

It had to happen sooner or later.

TBG and Lime Cellular have together issued nearly 2000 mobile coupons, promotions and other offers during the past 5-6 months, over the course of 3 separate promotion programs. So what do you think the statistical probabilities are for one of those coupons to be brought for redemption to a non-participating franchisee location?

High? Very High? Certain?

On Thursday, May 20, Lime was informed by Dunkin Customer Care that an attempted redemption of a mobile coupon occurred at a non participating location – close to the participating TBG store. This consumer was turned away. Additionally, there was a report that another store nearby experienced a similar issue.

While none of this is welcome news, one of the very good things is that the mobile channel and Lime’s system provides the capability for addressing these types of issues – **fast!**

Within hours of receiving this news, Lime had postponed a scheduled mobile coupon delivery for Friday, May 21 to avoid any further misredemption issues and had readied an action plan as well.

Additionally, because of the flexibility of Lime’s platform, new sms messaging was crafted for our coupon deliveries which included a qualifying message that the coupons could be redeemed at the participating TBG location only. (*An important note: ALL Terms & Conditions text on each coupon already specified these instructions. See Page 1 coupon visual.*) And importantly, each consumer mobile opt-in participant received a reminder notification via sms that the Dunkin mobile coupons could be redeemed at the TBG location only, with the exact address of the location.

And by Monday, May 24, TBG’s mobile couponing program was back on track and no further misredemption issues have been reported.

Quick, fast and effective action helped this customer service issue get addressed successfully.

Lime’s system also has some important feature which can be deployed to minimize this issue. Our “branch code” feature is a key part of this. It’s on the account dashboards at www.limecellular.com, and is available for use by all Lime users.

ADDRESSING MISREDEMPTION FAST

4 Easy Steps

1. Ensure all front sms deliveries include the address of the store where offers can be redeemed.
2. In WAP environment use a T&C, or similar element, to specify and repeat, where the coupon can be redeemed. (*An example is on page 1 of this report.*)
3. Send all participating consumers a reminder message about valid redemption locations -- include a “thank you” (*See actual message fired on May 24 to TBG Opt-In mobile consumers below.*)
4. If possible, identify the consumers likely mis-redeeming and offer them the correct address information and an offer. (*Lime’s system can identify consumers.*)

Sent Date	Distribution List	Total Numbers	Message Preview
05/24/2010 07:00:00 AM	Dunkin Donuts Pilot	68	DUNKIN'S GONE MOBILE. These special mobile offers will be honored at Dunkin', 80 North State Road, Briarcliff Manor ONLY. Thank you for your business!



What’s Next...

Plenty! We have a number of things on the table. One of our first steps will be to re-start a consumer recruitment program. Which will likely include offers delivered simultaneously to two different opt-in lists. This would represent a real database marketing capability, with offers tailored to consumers based on their behaviors. Plus, we have a few more things coming soon...

More To Come...

