



PPX LOYALTY FULL TERMS & CONDITIONS

Effective January 1, 2015

The PPX Loyalty Program is a promotional program offered by Smith & Wollensky Restaurant Group (SWRG), an operating business owned by Bunker Hill Capital in Boston, MA.

All benefits and rewards offered by SWRG in the PPX Loyalty program are conditional upon compliance with these Terms & Conditions. Your use of any of the benefits offered in the PPX Loyalty program constitutes your agreement to these rules and all other restaurant regulations regarding transactions, applicable alcohol, tax, gratuity, other Gift Card programs and promotional rules. SWRG may adapt and modify its program rules at any time. Some changes may affect the value of points or rewards already accumulated and the right to certain rewards. Any such changes will be posted on our website at www.smithandwollensky.com/ppx and emailed to members. Your continued participation in the program constitutes consent to any such changes.

Please Note – The New York City location does not participate in this program.

Membership Enrollment – The PPX Loyalty program is open to individuals, 21 years of age or older. Corporations or businesses cannot be enrolled as members. Members must give full name to participate, including given name, middle initial or name and family surname. The member name must be the same as listed on official identification (driver's license, State issued identification card or passport).

Membership numbers and benefits are not transferable. Only one person can be enrolled per PPX Loyalty membership and only one card will be issued per person. Members may not maintain more than one PPX Loyalty account. Spouses may not share membership.

SWRG employees or people living in the same household as an employee are not eligible to participate.

There is a one-time enrollment fee of \$25 to establish membership. Enrollment fee is not applicable towards program points. Members earn 500 Reward Points upon paid membership enrollment = \$25 Reward Dollars. Enrollment offered through special "no fee" promotions or waivers are not eligible for the 500 starter bonus points, unless otherwise specified.

Membership Status –Participants in the PPX Loyalty program can take advantage of benefits as soon as they have an active membership account. For membership purchased online, members will receive their PPX Loyalty Member Card in the mail. If a member wishes to earn points prior to receiving the card, members may present their name or phone number, in restaurant, 1-2 days after joining the program.

Membership Rewards

- Members earn 1 point for every \$1 spent on food and beverages - excluding tax, gratuity and discounted items - for a la carte, in-restaurant dining only.
- Members must earn a minimum of 500 points to get \$25 in Reward Dollars. Each increment of 500 points = \$25 in Reward Dollars
- Reward Dollars may be redeemed for food and non-alcoholic beverage, in restaurant only
- Reward Dollars may not be redeemed in conjunction with other promotions, offers, gift cards or discounts and are not valid for alcohol, tax, gratuity, or Private Events
- Members cannot obtain points for purchases made prior to enrollment. Points are not earned on dollars paid with Reward Dollars.
- Points are not earned for any contracted Private Events
- Only the member(s) paying the bill may accumulate points and that member must be present at payment
- Points and Reward Dollars are earned and tracked calendar year January 1 through December 31
- Neither points nor Reward Dollars have cash value and may not be redeemed for cash
- Points and Reward Dollars are non-transferable and non-divisible, and may not be combined with other members' accounts under any circumstances
- SWRG is not liable for points or Reward Dollars lost due to fraudulent or unauthorized use or transfers. This includes fraud caused by lost cards and cannot replace Reward Dollar or certificates if they are lost or stolen
- Points will not expire as long as member earns 1,000 points during a calendar year.
- Unredeemed Reward Dollars will expire 12 months from the date of issue.

PPX Benefits – As members accumulate points status will upgrade to Green and Gold. When you achieve Green or Gold status your benefits are available immediately, however you have to earn that level each calendar year January 1 through December 31, to maintain Green or Gold status. Members not earning Green or Gold for the calendar year retain PPX status as long as they earn a minimum 500 points. See www.smithandwollensky.com/ppx for Membership Loyalty Levels benefits

Loyalty Award Definitions:

PRIME Steaks-to-Go Certificate (ARV \$150) – Green Members will receive an certificate towards PRIME Steaks-to-Go to be picked up at their favorite restaurant – contact PPX Concierge at 617-600-3597 to arrange pick-up.

Chef's Dinners – For Gold Members the Chef's Dinner for 4 has a value of up to \$400 toward food/dinner. Alcohol, tax and gratuity not included. To be scheduled at least one week in advance with our PPX Concierge. The dinner must be redeemed by one year from issue date. Should a member decide to gift the certificate, a note with PPX account number and personal signature must accompany the certificate at the time it is redeemed.

Statements & Updates – The PPX Loyalty program may have changes and updates to enhance the program. Smith and Wollensky Restaurant Group reserves the right to make such changes effective, or retroactive in some cases, at any time. To receive notice of these changes please keep your member profile updated. Should you have changes to your contact info, preferences or other details, please update your email profile.

Log into the PPX Loyalty program website at <http://smithandwollensky.com/ppx/> regularly to track your status. We will send out notices for specials and incentives so you can earn additional points and move to the next level of benefits.

Membership Audit – SWRG reserves the right to audit members' accounts at any time to ensure compliance with the PPX Loyalty program. In the event the audit reveals discrepancies or violations, we may delay the processing of Reward Dollars or participation in the complimentary events, merchandise or promotional offers. During an investigation the member may continue to accrue points, but no redemptions or other transactions will be permitted.

Membership Requests – Many times guests may have specific questions or want to get in touch with the PPX Concierge. Some of the items we might be able to assist with include:

- Need to understand the elements of the program
- Replacing a lost card
- Any issues with updating account profile
- Resetting a password / Forgot password

Should you have a special request or require other follow up, please send your request to ppx@swrg.com or call 617.600.3597 Monday-Friday 9AM-5PM Eastern, except on major holidays.

Mail requests can be sent to:

PPX Loyalty Program
Smith & Wollensky Restaurant Group
260 Franklin Street, Suite 240 | Boston, MA 02110
617.600.3500

Termination – Under the PPX Loyalty program your points never expire as long as you earn 1,000 points during an annual calendar year. However, accumulated points are not member property and may be revoked, cancelled, limited, or modified at any time, even though such action may affect the member's right to use previously accumulated points.

SWRG reserves the right to de-activate or close an account under the following circumstances:

- Member does not earn a minimum of 1,000 points annually.
- Fraudulent activity with this program or any other transaction associated with restaurant, Shop Site or Gift Card purchases.
- Reward Dollars or points are bartered or sold. This is strictly prohibited.
- Member requests for account to be closed.
- Member does not respond to repeated communication attempts regarding account status.