



MAJOR CAPTAIN'S CLUB UPGRADE

A RISING TIDE RAISES THE BAR...



Hard to imagine that it has been five years since the official inception of the Captain's Club. For a couple of years prior to that we were cranking out Birthday and Anniversary cards from our basement, hand-stamping them, running them to the US Post Office and...holding our breath!

Our database grew and grew to over 10,000, then in 2005 we sought help in the services of an outside vendor. Today over 25,000 people have been members of this esteemed club. In our day-to-day operating of the Chowder House, we constantly seek to improve and raise our performance levels; the same should be true in our Captain's Club administration.

Last month, exactly five years to the day, we moved the club to a different company, Royalty Rewards. Owned by a mentor of Cap'n Clawed's who has been a valuable marketing resource over the years, Royalty offers bigger and better opportunities for our members plus smoother and upgraded behind-the-scenes administration for us at Marblehead.

As we work our way through the transition, which has been incredibly smooth so far, there will be more noticeable upgrades and improvements. We have instituted some new policies and promises already (see the sidebar), and look forward to your feedback as we move ahead.

CAPTAIN'S CLUB CHANGES & IMPROVEMENTS

- SMAZZIER MEMBERSHIP CARDS
- MANY PERSONALIZED WITH YOUR NAME
- BRIGHTER, MORE COLORFUL BIRTHDAY AND ANNIVERSARY CARDS
- BETTER ADMINISTRATIVE FEATURES THAT WILL ENABLE US TO PROVIDE BETTER SERVICE, BIGGER INCENTIVES AND MORE OPPORTUNITIES FOR OUR BEST GUESTS!

CAPTAIN'S CLUB 2010 RULES & POLICIES

New member accounts become active only after earning points for that account.

One point will be earned per dollar spent exclusive of any discounts, tax and gratuity.

Your Member Card must be presented to receive points; you also may write your Member ID Number on your guest check. **We are unable to look up Member Numbers.** Points will be applied only at the time of your visit.

In order to maintain Active Member status, you must visit and post points every four months (120 days).

No corporate or group memberships are currently offered.

Earned points do not expire, but are reduced when a Rewards Certificate is issued.

It is the Member's responsibility to visit www.myownrewards.com to check your point balance and keep your personal information (i.e. mailing address, email address, phone, etc.) current and accurate.

One membership per USPS mailing address. You must be 21 years old to be a Primary Member.

Points are not transferrable and have no cash value.

BENEFITS & PROMISES

Valuable Birthday and Anniversary Celebration Certificates are mailed to Active Members.

Valuable emails with information and savings are sent regularly; personal phone calls from Cap'n Clawed Lobster occasionally.

Exclusive Offers and savings are made available at various times to Active Members.

Marblehead Chowder House will not rent or sell any of your personal information to any other company or organization. We reserve the right to end the Captain's Club at any time.

