



NEWS RELEASE

## Chili's Ushers Restaurant Loyalty Programs into Digital Era with "My Chili's Rewards"

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Industry-leading program enables members to earn and redeem what they want, when they want, on the device they want

DALLAS, May 18, 2015 /PRNewswire/ -- **Chili's® Grill & Bar** is introducing a state-of-the-art loyalty program, My Chili's Rewards, which leverages technology, personalization and gamification to make earning and redeeming points easier and more engaging than ever before. Available at the brand's more than 800 company-owned restaurants nationwide beginning May 18, **My Chili's Rewards** provides a fully digital experience where guests can use the Ziosk® tablet on their restaurant table or the Chili's app on their mobile phone to sign up and track points and the table top technology to redeem points in restaurant real-time.



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With the largest tabletop tablet network in the country, Chili's is the first restaurant company of its size to completely integrate a **loyalty program** with tabletop technology and mobile as well as give guests full control of their points without ever having to rely on a manager or server. For instance, to interact with the program when dining, guests just need to enter their phone number and four-digit password on the Ziosk tabletop tablet. From there, guests have unlimited access to their point balance, available rewards and more right on the screen in front of them.

"My Chili's Rewards is another example of how we are leading the way in casual dining to enhance guest connection through technology," said Krista Gibson, Chief Marketing Officer for Chili's Grill & Bar. "Developed based on consumer feedback, My Chili's Rewards puts a refreshing, new school twist on the traditional restaurant recognition program with multiple ways to earn points, few redemption restrictions and a fully digital experience."

Earning points with My Chili's Rewards is simple and clear – members receive 1 point for each full \$1 spent at a participating Chili's restaurant (excludes alcohol, tax and gratuity). Those points can then be redeemed for almost any Chili's menu item of the guest's choice any day or time of the week. In addition to earning points for money spent, there are a number of other ways for members to increase their reward status.

Playing into guests' desire to have more control of how they earn points, the program also motivates members with fun gamification challenges they can complete for extra points, like trying the latest menu item or referring a friend. Challenges are personalized to every guest based on preferences and there are always five activities waiting for the guest to tackle, providing a constant stream of bonus point opportunities. To learn more about bonus challenges, view this **video**.

"Chili's heart is in making people feel special," added Gibson. "With the ability to personalize incentives and inspire engagement in a way that is meaningful to our guests, My Chili's Rewards enables us to extend this passion to recognize and reward fans of the brand."

In addition to the above perks, members will also receive the immediate benefits of 60 free points just for joining as well as a free appetizer or dessert on their birthday. For more information on My Chili's Rewards, visit **Chilis.com/Rewards**.

Chili's® Grill & Bar is the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT), a recognized leader in casual dining. Chili's offers a variety of Fresh Tex and Fresh Mex favorites at more than 1,550 locations in 30 countries and two territories. In addition to Chili's, Brinker owns and operates Maggiano's Little Italy®. Follow news about Chili's on Facebook ([facebook.com/chilis](https://www.facebook.com/chilis)), Twitter ([twitter.com/chilis](https://www.twitter.com/chilis)), YouTube ([youtube.com/chilis](https://www.youtube.com/chilis)) and Pinterest ([pinterest.com/chilis](https://www.pinterest.com/chilis)). For more brand-related information, visit **chilis.com**.

Video - <http://youtu.be/UYn6RQpENWE>

Photo: <http://photos.prnewswire.com/prnh/20150518/216569-INFO>

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