

## **Welcome to the J R Maxwell's Loyalty Club!**

The Maxwell's Loyalty Club is an exclusive club for J R Maxwell's Favorite customers. Every time you dine at Maxwell's, you will earn points on your loyalty card which can be redeemed for free dinners, lunches and desserts, as well as Maxwell hats and t-shirts. As part of this exclusive club, you are eligible for all future bonus and prize packages. Membership is totally free and lasts a lifetime!

Upon initially receiving your Maxwell's Loyalty Club Card, the waitress will have already activated the card. In order to register your card and begin earning points, browse to [www.jrmaxwells.com](http://www.jrmaxwells.com) on your computer's web browser and click on the blue Maxwell's Loyalty card located near the bottom of the page on the right hand side.

You will be presented with a single form labeled "Card Number" where you should enter the 14 digit number found on the back of your card under the magnetic strip (starting with 16510). After clicking submit, one additional form will be displayed which requests your name, email, birthday, etc. Simply follow the on screen instructions when filling out this form.

Conveniently located on this page is the list of all current Maxwell loyalty programs currently going on, as well as your balance in each program. Check back as often as you please for updates on your account balances. Rest assured, all the information on our website is super secure and encrypted. Your personal information will only be used by J R Maxwell & Co and never ever sold under any circumstances.

So what are you waiting for? Come visit us and pick up your free Maxwell's Loyalty Club Card today! Don't forget to register your card online, and of course visit J R Maxwell's often to get great discounts, deals, and Loyalty Club rewards! If you feel that you have a great idea for a super bonus plan you'd like to see us offer, please let us know! If you experience any difficulties or problems with your Maxwell's Loyalty Club Card, please feel free to contact us at 207 - 443 - 2014.

Congratulations for becoming the newest member of the most exciting and most exclusive club in Bath, and thank you for being a loyal customer.

## **J R Maxwell & Co.**

122 Front Street - Bath ME 04530

### **Current Bonus Plans**

**Frequent Dinner...** Buy 15 dinners receive a dinner.. valued at \$25.00

**Frequent Lunch ...** Buy 15 lunches receive a lunch... valued at \$12.00

**It's your Birthday...** Purchase 3 dinners in a year and get a FREE birthday dinner (up to \$20) the week (Sun-Sat) of your Birthday

**Maxwell's Loyalty Club...** Every dollar spent gives you one bonus point. Accumulate:

500 points.....\$25.00 added to your card & FREE Maxwell's T-Shirt

1000 points.....\$25.00 added to your card & FREE Maxwell's Hat

1500 points.....\$25.00 added to your card

2000 points.....\$25.00 added to your card

**Sweet Tooth...** Buy 10 desserts get one free

**Wednesday Night Lotto...** Come in Wednesday night, buy a dinner, and have a 1 in 25 chance of receiving a free dinner up to \$15.00

*All plans run concurrently and terms may be changed by the management - 1/24/2011*

