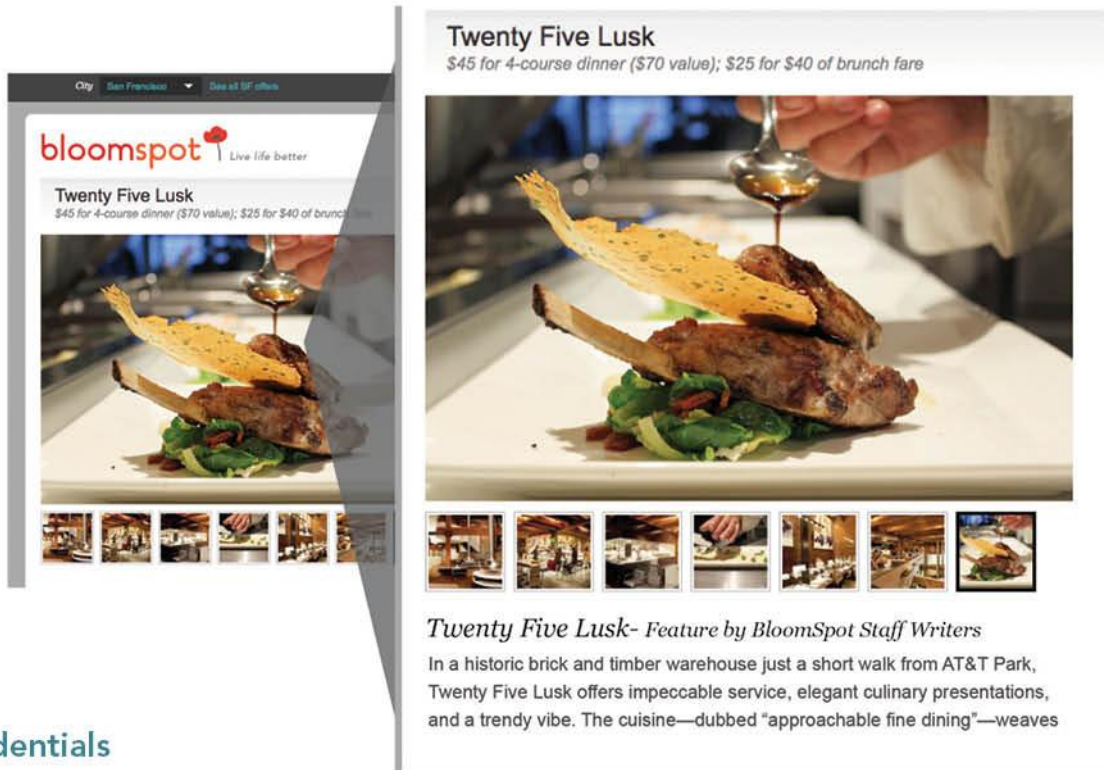




Welcome to Bloomspot

Bloomspot connects great merchants with new valuable customers using our unique online offers platform



Twenty Five Lusk
\$45 for 4-course dinner (\$70 value); \$25 for \$40 of brunch fare

Twenty Five Lusk- Feature by BloomSpot Staff Writers
In a historic brick and timber warehouse just a short walk from AT&T Park, Twenty Five Lusk offers impeccable service, elegant culinary presentations, and a trendy vibe. The cuisine—dubbed “approachable fine dining”—weaves

Our Credentials

- ▶ Over **1.7 million subscribers** in 11 major U.S. cities
- ▶ 50% month-over-month business growth

The Bloomspot Difference

- ▶ We deliver profitable customers to your door.
- ▶ Our Encore merchant program tracks the spending of our customers, giving you full ROI visibility.
- ▶ The Encore loyalty network encourages repeat visits by offering 10% credit on Bloomspot every time customers spend at your business.

“We were thrilled with the positive, *immediate response* to our promotion through Bloomspot. The clientele was our *targeted demographic* and the Bloomspot team is a pleasure to work with!”

Chad Bourdon, 25 LUSK, San Francisco

Our References Speak Volumes

1.7 MILLION
SUBSCRIBERS
NATIONWIDE
and counting!

Le Cirque, NY



*“We prefer working with bloomspot because they emphasize a high-end experience and **TARGET** a very fitting **CLIENTELE**. It’s not the average discount seeking customer but rather those interested in trying a new luxurious experience with a small incentive. bloomspot provides Le Cirque with the opportunity to introduce ourselves to potential **REPEAT CUSTOMERS**.”*

Carolyn Thalín, Le Cirque,
New York, NY

Vanille Patisserie, Chicago



*“**SIMPLE, PROFESSIONAL & EFFECTIVE**. It brought us new customers to our retail shop and some new clients to our online store. We are thrilled with the results and plan to use bloomspot again.”*

Keli Fayard, Vanille Patisserie,
Chicago, IL

Lydia Linker Fitness, SF



*“My **PARTNERSHIP** with bloomspot was a **GREAT EXPERIENCE**. I’m pleased with the numbers, the amount of purchases, and the clients. I also got a lot of new clients who didn’t purchase but saw the offer, which seems to have been just as valuable. I would **RECOMMEND** working with bloomspot to others, and I would be thrilled to work with them again.”*

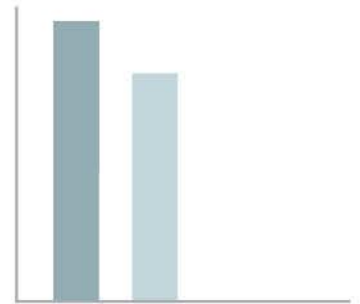
Lydia Linker, Lydia Linker Fitness,
San Francisco, CA

Batia & Aleeza Salon, LA



*“bloomspot turned out to be a **FANTASTIC** way to meet new clients. The ad they created for us was stunning and got us a lot of attention. We couldn’t believe how many bloomspot Clients came in, and they were all sweet and **WONDERFUL!**”*

Batia Elkayam, Batia & Aleeza Salon,
Los Angeles, CA



93% of merchants said that **bloomspot** represented their brands extremely well.

79% of respondents prefer working with **bloomspot** over others.

A sample of other merchants who have experienced the **bloomspot** difference:

- Bouchon
- Nobu
- Radius
- Jardiniere
- La Toque
- Bar Method
- Ole Hendriksen Spa
- Jazz at Lincoln Center
- Resort at Squaw Creek
- Kenwood Inn & Spa
- Stowe Mountain Resort
- The Greenbrier

bloomspot Members— The Customers You Want

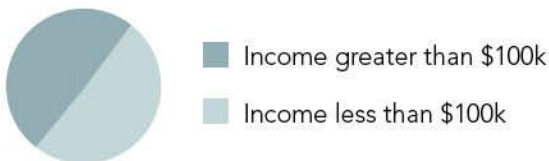
They Spend More at Your Business

- ▶ Our members are willing to spend on experiences that enrich their lives.
- ▶ On average, customers spend 1.5x beyond the value of the certificate.



More Affluent

We have more members with disposable income—over twice as many with household income over \$100K than other sites.*



* Source: Rapleaf

Highly Educated

Over 75% of our members hold a college degree.*



⋮ *75% of merchants who have
run with competitors prefer
bloomspot customers.*

We Track Your ROI for You

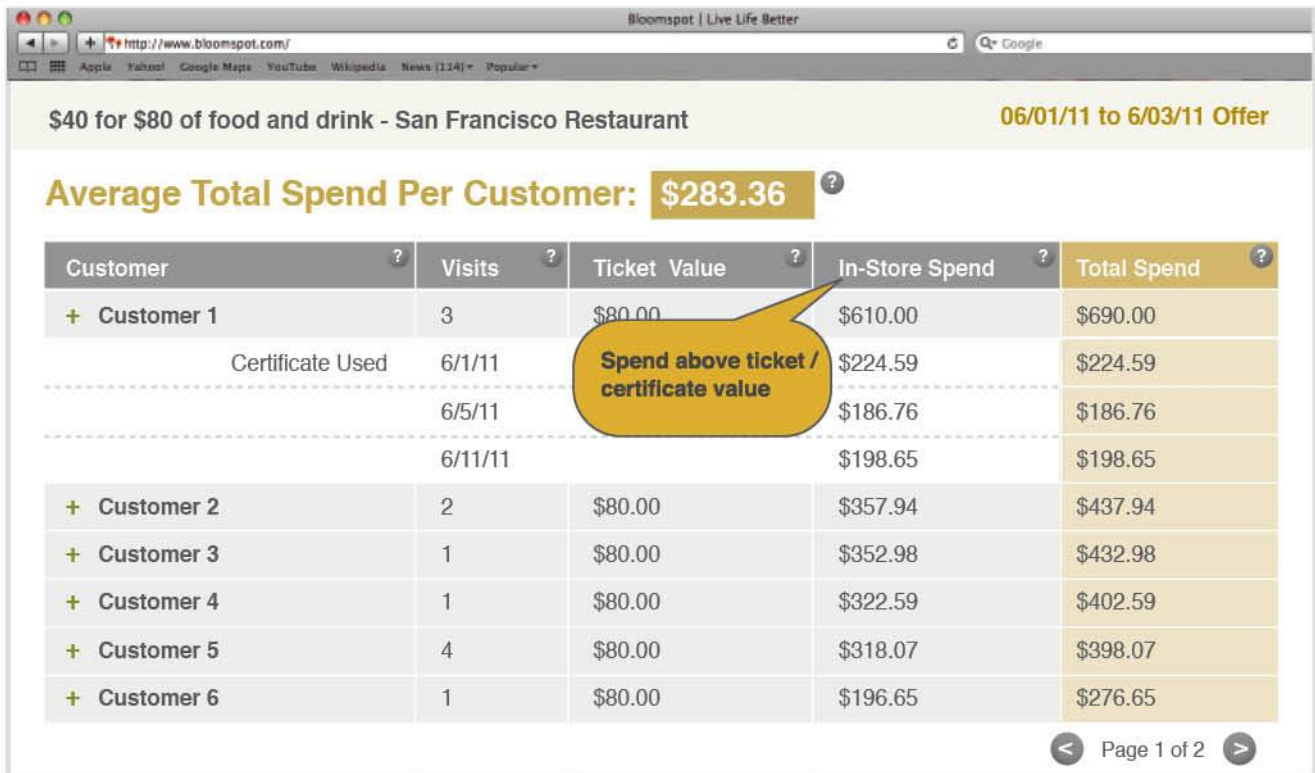
We Take Responsibility for Your Profitability

- ▶ First of its kind reporting.
- ▶ Our Encore system allows you to track in-store customer spend.
- ▶ Data made easy - we do the hard work, giving you a complete ROI view.

How it Works

- 1 Customer opts in to the Encore loyalty network when they purchase an offer, enabling us to track their spend in your store.
- 2 Customer uses same credit card when they redeem in-store.
- 3 Secure, encrypted technology abides by strictest PCI & web security standards.
- 4 Transaction data and spend amount securely sent to Bloomspot.
- 5 Merchant Dashboard gives you line-by-line visibility into customer profitability.

Merchant Dashboard



\$40 for \$80 of food and drink - San Francisco Restaurant **06/01/11 to 6/03/11 Offer**

Average Total Spend Per Customer: \$283.36 ?

Customer ?	Visits ?	Ticket Value ?	In-Store Spend ?	Total Spend ?
+ Customer 1	3	\$80.00	\$610.00	\$690.00
Certificate Used				
	6/1/11		\$224.59	\$224.59
	6/5/11		\$186.76	\$186.76
	6/11/11		\$198.65	\$198.65
+ Customer 2	2	\$80.00	\$357.94	\$437.94
+ Customer 3	1	\$80.00	\$352.98	\$432.98
+ Customer 4	1	\$80.00	\$322.59	\$402.59
+ Customer 5	4	\$80.00	\$318.07	\$398.07
+ Customer 6	1	\$80.00	\$196.65	\$276.65

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Merchant ROI In Store Transaction Data

On average, Bloomspot Encore customers are spending 1.5x beyond the value of the certificate

Merchant	Offer Details				Customer Spend	
	City	Avg Entree	Ticket Price	Ticket Value	In-Store Spend	Total Spend
Hotel & Spa	SF	n/a	\$129	\$474	\$213	\$687
Moroccan Restaurant	SF	\$15	\$25	\$50	\$29	\$79
Seafood Restaurant	NY	\$35	\$20	\$60	\$176	\$236
Seafood Restaurant	SF	\$25	\$25	\$50	\$93	\$143
Latin Restaurant	SF	\$20	\$25	\$50	\$111	\$161
Peruvian Restaurant	SF	\$22	\$25	\$50	\$100	\$150
Spa	SF	n/a	\$125	\$250	\$218	\$468

Based on the economics of your business, we craft an offer to suit your needs.

Actual data from merchants who ran offers in May/June 2011:

- ▶ Customer spend levels still being tracked
- ▶ Repeat visit rate currently being tracked

The Encore loyalty network encourages repeat visits by giving customers 10% Bloomspot credit when they spend at your business.



How We Work With You

- 1 **Together we develop a compelling offer** that excites our members and addresses your business needs (peak vs. slow hours, capacity limits, etc.)
- 2 **We send you a proposal** and letter of agreement.
- 3 Our photographers **take photos** and editorial team **writes a beautiful feature—you approve it.**
- 4 **We email the offer to our members** – they can purchase it online, right away. The offer is available for a **limited time**—3 days avg.
- 5 Your online dashboard lets you **view your purchasers**, making redemption easy to manage.
- 6 **New customers** come in to redeem their certificate. *The customers we bring you will spend over the certificate amount in their initial visit and will continue to spend well on return visits.*
- 7 **The Encore loyalty network**, combined with your amazing business, equals happy, repeat customers.



“*Bloomspot has proven to be an effective partner for revenue generation, integrating web-based campaigns into a new marketing tool that produced great results and exposed our resort to new customers. We will utilize Bloomspot in the future as part of our overall marketing effort.*”

Les Pedersen,
Executive Director of Sales & Marketing
THE RESORT AT SQUAW CREEK

We help you create custom offers that achieve your marketing goals

- ▶ Limited opportunity to pre-buy your services at an exclusive price
- ▶ Delivered to our members via email

Merchants receive a lasting editorial feature on Bloomspot.com

- ▶ Rich photographic presentation of your venue
- ▶ Write-up by our editorial experts
- ▶ Remains on our site after your trial offer ends, without the trial offer details