

Great Rewards!

THE CHEESECAKE CAFE

Reap the Rewards... *faster!*

Starting January 2010, Great Rewards! will make changes to the program to allow members to reap their rewards faster for dining at The Cheesecake Cafe.

At the time of bill payment, your Server will swipe your Great Rewards! Card just as always. But come the New Year, if you reach the 350 point level during that visit, your Server will immediately give you a \$25 Rewards card to be used at your next visit.

No more waiting for the cut off dates.

No more waiting for a newsletter and Reward Certificates.

You get the rewards you deserve... on the spot!

Saving for larger prizes, trips, etc... remains the same; you have one year to accumulate enough \$25 Rewards Cards to qualify.

We are excited to reward you faster for your loyalty. We hope you'll be pleased with the program changes too.

We look forward to seeing you soon.

The Cheesecake Cafe / Great Rewards!

Great Rewards! point earnings for this period have been tallied.

See reverse side for your statement.

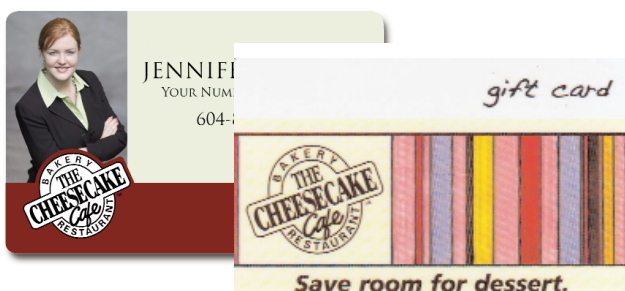
Eat Cheesecake for a good cause.

\$1 from each slice of our Cherry Champagne Cheesecake sold in October will be donated to the Canadian Breast Cancer Foundation.

Cherry Champagne cheesecake is available by the slice, traditional-size and large-size.



Gift Cards. What a delicious idea!



Gift cards are great for special employee incentives, birthday or holiday gifts. The Cheesecake Cafe Gift Cards are available in any denomination and can be purchased at the Cafe or on our website.

Try something interesting and create your own personal gift cards. Great gifts for corporate clients! www.cheesecakecafe.ca

CANADA'S BEST CHEESECAKE

October
Cheesecake Feature



**Pumpkin
Praline**

November
Cheesecake Feature



**Dark Chocolate
Raspberry**

December
Cheesecake Feature



**White Chocolate
Orange Cranberry**

Get ready for the holiday season by calling your favourite Cafe location to pre-order your cheesecake today!

Traditional-size cheesecakes

Perfect for hostess gifts, book clubs, birthday and dinner parties. Serves 6-8. (only whole cakes available.)

Triple Chocolate Fudge and Classic Carrot Cake

With their homemade appearance, you can claim you made them yourself (we won't tell). Serves 6-8.

Large-size cheesecakes

We slice this cake into 10 pieces but you can easily serve 20.

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Planning a Move?

We would hate to miss you or have you miss out on your free rewards if you have moved. To change your address with us, there are four easy options:

1. fill out an Info Sheet at one of our Cafes;
2. on-line at www.cheesecakecafe.ca;
3. call us toll free at 1-800-204-0870 or in the Edmonton area (780) 406-1700;
4. email us at: osc@cheesecakecafe.ca