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FOR RELEASE

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Millennium Restaurant Group to Premiere Rewards Program with Special Holiday Rewards

KALAMAZOO, Mich.—After months of preparation, Kalamazoo-based Millennium Restaurant Group will be unveiling a brand new rewards program for their guests: the Millennium Rewards Card. Members will be automatically signed up for existing rewards programs as well as new benefits as they roll out, providing easy ways to get more value from their dining choices. The card is free to sign up for and will be available starting 'Black' Friday, November 25.

As a special kick off to the rewards program, members will get \$5 loaded onto their registered rewards cards for each \$25 they purchase in gift cards from November 25 through December 31 at participating Millennium restaurants. This \$5 holiday perk will only be available to Millennium Rewards members. The reward program, as well as the gift cards, are valid at the following Millennium Restaurant Group locations: Martell's, Epic Bistro, Central City Tap House, The Union Cabaret & Grille, and Fieldstone Grill.

Some of the initial program offerings of the Millennium Rewards card include:

- **\$5 Holiday Cash Back**-From November 25 through December 31 rewards members will get \$5 loaded onto their registered rewards cards for each \$25 they spend in gift cards.
- **Millennium Mondays**-Millennium Restaurant Group's employee discount of 40% for two people on food, every Monday. No coupon required for members.
- **Anniversary Rewards**- Enjoy a free appetizer during your anniversary week.
- **Birthday Rewards**- Enjoy a free dessert during your birthday week.
- **\$5 back when you earn 100 points**-The rewards card can also act as a gift card. From time to time benefits will occur that load a dollar value onto the card. This value can be saved for as long as the rewards member would like, and can be spent however they'd like (no cash back value).

Members can check their status and view any other promotions they are eligible for two different ways: online through Millennium Restaurant Group's website, or coming into any participating location with their card.

The new Millennium Rewards Card will be available at participating locations starting Friday, November 25, offering guests discounts, specials, benefits, and rewards.

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*Millennium Restaurant Group was formed by a group of restaurateurs from the Kalamazoo, Michigan, area in 2000. In creating MRG, the managing partners pooled as many resources, talent, and experienced personnel as possible to collaborate and enhance each unique and individual location of Martell's, Epic Bistro, Central City Tap House, The Union Cabaret and Grille, Fieldstone Grill, The Wine Loft, Cityscape Events Center, The Idler Riverboat, and Millennium Catering. **Our Mission: Long-term growth with a commitment to the standards of professionalism, quality and operational excellence. We perform our missions through advocacy for our customers, commitment to our employees and service to our community.***