



**FOR IMMEDIATE RELEASE**

## **GuestBridge Announces Integrated Guest Loyalty Program**

**Included at No Extra Charge with GuestBridge Online; Easy to Set Up and Use**

**MILWAUKEE, May 12, 2009** – GuestBridge, Inc. announced today the GuestBridge Guest Loyalty Program, an online frequent diner program that comes bundled at no extra charge with the GuestBridge Online Module. GuestBridge customers running either [GuestBridge Casual](#) or [GuestBridge Reserve](#) can add the optional [GuestBridge Online Module](#), which adds web-based functionality such as online reservations, online waitlisting and an email campaign wizard in addition to the new [Guest Loyalty Program](#).

“Frequent diner programs do not have to be expensive and difficult to implement,” said Dave Arthurs, President of GuestBridge. “Other programs make restaurants pay a lot of money for complicated setup and configuration. The GuestBridge Guest Loyalty Program is included at no extra charge in an option most customers already purchase, and it’s so easy to set up, you can have your program running in less than 20 minutes.”

Restaurants can set up rules for diners to earn rewards, including bonus points for large parties or for dining during off-peak hours. Minimum and maximum reward redemption values can be determined by the restaurant.

The GuestBridge Guest Loyalty Program can be used by a stand-alone restaurant, multiple restaurants under the same ownership, or even multiple independent restaurants who want to cooperate together. Guests can have their visits automatically credited by making a reservation in advance, or they can identify themselves as a program member when they arrive or anytime during their visit. Magnetic swipe cards can be used but are not required. Restaurant staff can credit a guest’s visit with just a few clicks of the mouse or touches to the screen. Diners’ point totals are tracking in their GuestBridge guest profiles, which can be accessed through the restaurant’s website.

GuestBridge will be demonstrating the Guest Loyalty Program in booth 5475 at the National Restaurant Association Show in Chicago, May 16-19.

**About GuestBridge, Inc.**

GuestBridge, Inc. provides leading-edge reservation, wait, table and guest management solutions to restaurants, night clubs, private clubs and ticketed event venues. GuestBridge products and services are designed to enhance a business's ability to tailor service to their guests and to increase operational efficiency – improving guest satisfaction, repeat visits, and profitability. Clients in the US, Canada, the Caribbean, and the UK include Fleming's Prime Steakhouse & Wine Bar, House of Blues, The Space Needle, American Girl Place, Ritz-Carlton Hotels and Resorts, Jimmy Buffet's Margaritaville, Fogo de Chao, and the U.S. House of Representatives Member Dining Room. Visit GuestBridge at [www.guestbridge.com](http://www.guestbridge.com).

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