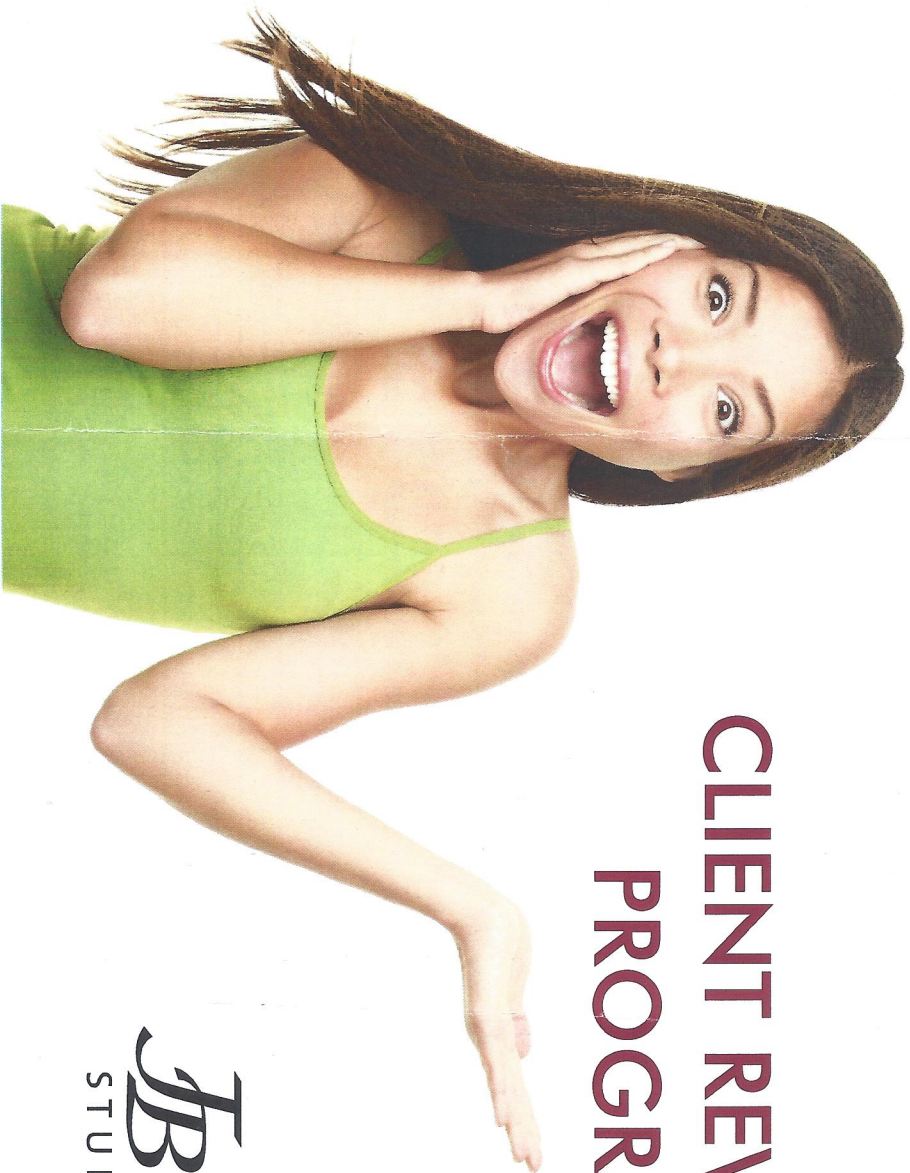


CLIENT REWARDS PROGRAM



Bentley
STUDIO & SPA

The J. Bentley client rewards program just got bigger, better, and easier!

Your loyalty rewards can now be tracked through our automated point system and you will still earn points for every dollar that you spend on product and service. **No more stamp card.**

You will never have to worry about forgetting your card or not receiving punches for every transaction. Your points will always be easy to access and will print out on the bottom of every receipt. Our new loyalty rewards program will not only allow you to earn rewards for services but you can even earn discounts off your retail purchases. You are now in the driver's seat of when you would like to use your reward and the more points you save the bigger the reward!

You will earn 100 points for every dollar you spend

You can start cashing in your rewards once you reach a certain point level.

Every level has a different reward.

You can receive 3 different types of rewards at the same time

1. Point rewards can be cashed out at anytime once you reach the first level. The more points you save the bigger you discount.
2. JB Bonus check will be issued once you cash out your point rewards and can be used on any service within 30 days of receipt.
3. Retail discount card will give a % off any retail purchases

Point Level	System Reward	JB Bonus	Total reward	Retail reward
25,000-60,000	\$5 - \$12	\$5	\$10 - \$17	X
60,000-100,000	\$12 - \$20	\$10	\$22 - \$30	10% off
100,000	Use points to purchase additional rewards	X	20% off 2+ services	20% off

You can convert to the new point system and start earning points immediately or use your current stamp rewards card until March 31, 2015. **When we convert your stamp points to the new system you will receive 1000 points for every stamp that you earn.** However, when you use a fully stamped rewards card to receive the discount any points that you have accrued will automatically be removed.