



P.F. CHANG'S

New P.F. Chang's Preferred Loyalty Program Rewards Diners

Members earn, enjoy and experience exclusive benefits by simply signing up and satisfying their culinary curiosity

SCOTTSDALE, Ariz. – July 15, 2015 – P.F. Chang's, an upscale Asian-inspired restaurant with locations nationwide, today announces the launch of its new rewards program, P.F. Chang's Preferred. As part of the fully digital customer loyalty program that rewards diners for satisfying their culinary curiosity, P.F. Chang's Preferred members will enjoy exclusive benefits and earn points for every dollar spent at P.F. Chang's.

"With P.F. Chang's Preferred, we've simplified our rewards and sweetened the benefits to celebrate our most loyal guests," said Jim Umberger, Vice President of Interactive and Loyalty Marketing at P.F. Chang's. "Now our guests will have the opportunity to earn and experience members-only perks simply for enjoying their favorite fresh, handcrafted P.F. Chang's dishes."

With P.F. Chang's Preferred, it's easy to enroll and earn points to begin enjoying the benefits. New members automatically receive 1,000 points simply for joining P.F. Chang's Preferred—which is halfway to a free entrée just for signing up. Once enrolled, members receive 10 points per dollar spent on all purchases*, and can enjoy a free entrée for every 2,000 points earned. Members also receive rewards like advance tastings, access to special events and experiences, and bonus point opportunities throughout the year, plus a complimentary appetizer or dessert of their choice to enjoy during their birthday month.

How P.F. Chang's Preferred works:

1. **Join:** New members earn 1,000 points just for joining. That's halfway to a free entrée.
2. **Earn:** Members earn 10 points for every \$1 spent on food and non-alcoholic beverages in restaurant and online from takeout orders.
3. **Enjoy:** Members enjoy a free entrée of their choice with every 2,000 points earned, automatically redeemed on their next qualifying purchase.
4. **Experience:** In addition to earning points, members have access to members-only perks and exclusive tastings, and events.

P.F. Chang's Preferred is entirely online so there are no membership cards to keep track of or remember—members simply provide their phone number at the register to earn points. Diners can learn more and enroll at <https://www.pfchangs.com/rewards>.

High-Quality Ingredients and Handcrafted Dishes

P.F. Chang's upscale Asian-inspired cuisine blends high-quality ingredients and handcrafted dishes with the best of American hospitality to create a vibrant dining experience. From P.F. Chang's famous Chicken Lettuce Wraps and wok dishes to new sushi offerings and sharable small plates like the Jicama Street Tacos, diners are invited to explore delightful flavor combinations that will satisfy their culinary curiosity.

Visit www.pfchangs.com for the full menu, store openings, or to make reservations, and sign up for ongoing news and special offers at www.pfchangs.com/rewards. Join the P.F. Chang's community on [Facebook](#), [Twitter](#) and [Instagram](#).

**Excludes Hawaii, Puerto Rico, airport and international locations.*

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About P.F. Chang's

P.F. Chang's features a blend of high-quality, Asian-inspired cuisine and American hospitality in a sophisticated, contemporary bistro setting. As of March 29, 2015, the Company owned and operated 210 domestic P.F. Chang's restaurants in 39 states. For more information on P.F. Chang's, please visit the website at www.pfchangs.com.

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