



PEI WEI®

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Pei Wei® Rewards Diners With New My Wei Rewards Program

Diners earn free entrées simply for enjoying the bold, fresh flavors they love

SCOTTSDALE, Ariz. – July 6, 2015 – Fast-casual restaurant Pei Wei today announces the launch of its new My Wei Rewards, a fully digital customer loyalty program that rewards diners' appetites for the bold, fresh flavors they love. My Wei Rewards members will earn points for every dollar spent at Pei Wei so they can enjoy a favorite entrée free for each 1,000 points they earn—proving that rewards never tasted so good.

With My Wei Rewards, it's simple to enroll and to earn points. Members will earn 500 bonus points just for enrolling, so they're halfway to a free entrée right out of the gate. Once enrolled, members will collect 10 points for every \$1 spent, and receive a free Pei Wei entrée with every 1,000 points accumulated. Members will also receive bonus point opportunities throughout the year as well as exclusive benefits like advance tastings, access to members-only special events and unique experiences, plus a free surprise during their birthday month.

My Wei Rewards is entirely online so there are no membership cards to keep track of or remember. Members simply provide their phone number at the register. Diners can learn more and enroll at <http://PeiWei.com/MyWei> or by texting MYWEI to 242-647.

How My Wei Rewards works:

- **Join:** Earn 500 points just for joining. That's halfway to a free entrée.
- **Earn:** For every \$1 spent in restaurant and online, members will earn 10 points.
- **Enjoy:** Members will enjoy a free entrée of their choice with every 1,000 points earned, automatically redeemed on their next visit.
- **Experience:** In addition to earning My Wei Rewards points, members will also have access to new menu items and unique members-only events and experiences.

"We created My Wei Rewards to reward our most loyal diners with a program that offers simple enrollment and speed of earning," said Jim Umberger, Vice President of Interactive and Loyalty Marketing at Pei Wei. "Now our guests will have the opportunity to earn points toward free entrées simply for enjoying the fresh, handcrafted Pei Wei dishes they already love."

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Bold, Fresh and Affordable Fare

Pei Wei, the restaurant known for its bold flavors and fresh and affordable Asian-inspired menu, offers made-to-order dishes with high quality ingredients. From wok fresh entrees to lighter fare like sushi, salads and more, guests can customize their order because all dishes are handcrafted fresh and fast. The menu includes a wide variety of pairing, sizing and pricing options starting at just \$5.99.

Beyond the cuisine, Pei Wei brings its culinary inspiration to life in the restaurant décor. Offering a casual dine-in experience or a quick, convenient takeout option, each restaurant is designed with a vibrant, contemporary and urban-inspired style.

Visit www.PeiWei.com for the full menu and updates on restaurant openings, sign up for ongoing news and special offers at www.PeiWei.com/register, and join the Pei Wei community on [Facebook](#), [Twitter](#) and [Instagram](#).

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About Pei Wei

Pei Wei Asian Diner offers a menu of fresh, high-quality Asian cuisine featuring 35 bright, flavorful hand-cut ingredients. The restaurant provides a lively, casual dine-in experience as well as the flexibility, speed and convenience of take-away service to provide guests tasty options for a quick, light lunch or relaxing dinner. Pei Wei Asian Diner serves freshly prepared, wok'd-to-order dishes with Asian inspiration in a comfortable, modern diner environment. Pei Wei owns and operates 196 restaurants in 25 states and the District of Columbia and licenses the Pei Wei brand for use by partner restaurant operators in airport and international locations. For more information, visit www.peiwei.com.

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