



June 21, 2010

Dear Valued Privilege Member,

Thank you for continued support; we are proud to announce that *The Loaf* now has more than 19, 000 active Privilege Members and the number is still growing!

Our aim is to continue to serve to you better. As such, we are consistently refining our membership system to find new and exciting ways to improve our support to you.

In relation to this matter, kindly be informed that we are now upgrading our system, and from 1 Jan 2011 onwards, all points collected from 2008 until April 2010 will no longer be valid. To maximize our returns to you, please redeem your valuable points before 1 Jan 2011. After 1 Jan 2011, any unredeemed points will be considered null and void.

With so many delicious treats awaiting you at *The Loaf*, we know that it won't be hard for you to use your points by the end of this year.

Once again, thank you for your support!

Regards,

The Loaf Management