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MAX & ERMA'S LAUNCHES NEW LOYALTY APP

Punchh's Transformative Marketing Platform Delivers Superior, Customized Experiences

Whitefish, MT—June 29, 2017—Max & Erma's announced the launch of its new loyalty app this week in partnership with Punchh for its Good Neighbor Rewards program. The app was created using Punchh's cloud-based technology platform that builds engagement, loyalty and customized restaurant experiences.

The Max & Erma's Good Neighbor Rewards App gives users loyalty points for purchases which can be redeemed for rewards. The app also includes a store locator, social media platform integration, a built-in referral program, the ability for guests to give real-time feedback, location specific menus, and awards for signing up.

"We've reinvented our Good Neighbor Rewards program with the help of Punchh to make it relevant and more valuable to our guests. Consumers expect tailored experiences, ease of use and transparency," said Brigetta Schwaiger, director of marketing, Glacier Restaurant Group. "With the app, we are now able offer a meaningful digital experience to guests while also gaining valuable insight into who our guests really are."

"We are thrilled to partner with Max & Erma's, a brand synonymous with great guest experiences," said Shyam Rao, CEO of Punchh. "Through our Restaurant Marketing Cloud, Max & Erma's will be able to engage in a more dynamic, personalized way with new and existing guests and drive increased traffic and sales to its locations across the Midwest and East Coast."

The app is available now on Google Play and the Apple App store or at www.maxandermas.com/rewards

About Max & Erma's

Max & Erma's was founded in 1972 in Columbus, Ohio, in a tavern operated by Max and Erma Visocnik since the 1950s. The establishment was influential in creating the theme restaurant trend of the 1970s. Its interior was filled with eccentric artifacts and local paraphernalia, including a vintage bathtub that was transformed into an ice cream sundae dessert bar. Since then it has become known for the place where friendly fun and comfort food come together. www.maxandermas.com

About Glacier Restaurant Group

Glacier Restaurant Group Glacier Restaurant Group is a growing holding company operating five restaurant concepts differing in design, ambiance and menus, but alike in that they offer an outstanding place for food, drinks and fun with family and friends. With its headquarters in Whitefish, Mont., GRG employs more than 2,500 passionate and energetic people committed to providing an excellent guest experience through its concepts: MacKenzie River Pizza Grill & Pub, Ciao Mambo, Craggy Range Bar & Grill, Latitude 48 and Max & Erma's. www.grgfood.com

Visit www.grgfood.com/franchise or call (866) 601-4474 for information about franchising opportunities.

About Punchh

Headquartered in Mountain View, CA, Punchh is the leading fully-integrated, transformative marketing solution for restaurants. The Punchh Restaurant Marketing Cloud™ offers restaurants access to real-time consumer information via a live dashboard, enabling them to create and launch campaigns, target specific user segments and review guest feedback. Marketers can connect with customers across any channel through loyalty, offers, ordering, payments, feedback, surveys, gift cards, games and more. Punchh supports over 90 leading restaurant brands across more than 25,000 locations globally, powering more than one million transactions daily. Find out more at Punchh.com.

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