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## FRIENDLY'S® Fan Club

### Frequently Asked Questions

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#### What is the FRIENDLY'S® Fan Club?

The FRIENDLY'S loyalty program, also known as the FRIENDLY'S Fan Club, allows you to earn points for every qualified purchase you make from any of our participating FRIENDLY'S locations!

#### What are the benefits of being a loyalty member?

- All guests can join the FRIENDLY'S Fan Club for Free!
- You will earn 1 point for every \$1 dollar spent on qualified purchases at participating locations.
- You will receive a reward for a FREE medium sundae just by joining the FRIENDLY'S Fan Club!
- For every 50 loyalty points you earn, you will receive an Earned Reward equal to \$5.00 off your purchase at a participating FRIENDLY'S restaurant. Once earned, you will automatically see the Earned Reward on your account.\*
- As an opted-in loyalty member, you may also receive special promotions, coupons and invitations to exclusive events at FRIENDLY'S locations via email, text, SMS and push notifications.
- Your rewards are automatically saved to your loyalty account. To redeem your rewards, just provide your loyalty account number (i.e., your phone number linked to your loyalty account) at the time of purchase.

\*You must provide your account number at the time of purchase to earn loyalty points. You will not earn points for payment of sales tax. Points converted into Earned Rewards will be deducted from your point balance upon issuance of the Earned Reward, regardless of whether you actually redeem them so make sure that you are redeeming your Earned Rewards!

#### Ok, how do I get started?

It's easy! There are a couple of ways to join the FRIENDLY'S Fan Club:

- Download the FRIENDLY'S app from the App Store or Google Play Store and create your account. There is no cost to download the app and you can begin using the app immediately.
- Sign up on our website: <https://order.friendlysrestaurants.com>

#### How does FRIENDLY'S Fan Club work?

When you set up an account, you'll immediately start earning points for every qualified purchase you make at any of our participating FRIENDLY'S restaurants! Just make sure you identify yourself as a loyalty member on each visit (in restaurant or online via the FRIENDLY'S app or website) so that your qualified purchases can be tied to your account.

#### What if I don't have a mobile device or don't want to have the FRIENDLY'S app on my phone?

You can still participate in the FRIENDLY'S Fan Club on our website <https://order.friendlysrestaurants.com>

#### How do I know what rewards I've received?

If you have not told us that you don't want to hear from us, you may receive communications from us via your email address and/or your mobile phone via the FRIENDLY'S mobile app or text, SMS or push notifications. You can also check your account balance at any time either on the FRIENDLY'S app or by accessing your loyalty account on the FRIENDLY'S website and going to your "Profile." Remember, your personal mobile device settings are within your discretion. You can opt out of receiving push notifications at any time by adjusting the

notification settings in your device or app settings. Opting out may limit your access to certain features and information. If you have any questions, you can always contact us at [info@friendlysrestaurants.com](mailto:info@friendlysrestaurants.com).

### **I have a reward; how do I redeem it?**

It's super simple!

- **If you are at a participating FRIENDLY'S restaurant**, let your server know that you are a loyalty member and provide your loyalty account number (which is the 10-digit phone number linked to your loyalty account). You must order the menu item that is associated with the reward in order to redeem. When the server enters your loyalty account number in the point-of-sale system to ring in your order, they will be able to view any available rewards you have earned and apply the reward to the product/menu item. For example, if you have a birthday reward for a free medium sundae available to use, you must give your server your loyalty account number AND order a medium sundae. Your server will be able to see your birthday reward for a free medium sundae on your loyalty account and apply it to your transaction.
- **If you are ordering online through the FRIENDLY'S website or through the FRIENDLY'S mobile app**, you must order the menu item associated with the reward before you will be able to redeem the reward. Remember, to redeem any reward, you must provide your loyalty account number and be recognized as a loyalty member for that transaction. For example, if you have a birthday reward for a free medium sundae and you are placing an order online at <https://order.friendlysrestaurants.com> or through the FRIENDLY'S mobile app, you must be logged into your loyalty account and have provided your loyalty account number prior to starting your order. Next, your order must include a medium sundae. Your birthday reward will then be applied to that transaction and deducted from your total. If you order a large sundae, you will not be asked if you want to redeem your birthday reward because the menu items in your order did not match the reward. ***The menu item ordered must match the menu item that is associated with the reward you are redeeming.***

### **What is considered a qualified purchase for earning loyalty points?**

Qualified purchases are based on actual dollars tendered for menu item purchases made at participating FRIENDLY'S restaurants. The purchase of a FRIENDLY'S gift card is not a qualified purchase; however, purchases made at a participating FRIENDLY'S restaurants using a FRIENDLY'S gift card are considered a qualified purchase. (NOTE: you can't purchase FRIENDLY'S gift cards using a FRIENDLY'S gift card). Qualified purchases are determined by Friendly's in its sole discretion and may be changed without notice. Points are issued on the net subtotal of the qualified transaction (meaning net of any discounts that have been applied to a qualified transaction) and are not earned on taxes, gratuities, service or delivery fees.

### **Do my loyalty points and rewards ever expire?**

Yes, all offers do expire, although we do our best to give you enough time to redeem. Here is the expiration schedule for loyalty points and rewards:

- Sign-up & Birthday rewards – 30 days from issue date. Free medium sundae reward is issued on the first day of your birthday month.
- Earned Rewards – 12 months from issue date. Your Earned Reward is earned once you accumulate 50 points (\$1 spent = 1 reward points). Points converted into Earned Rewards will be deducted from your point balance upon issuance of the Earned Reward, regardless of whether you actually redeem them so make sure you redeem your Earned Rewards!
- Coupons and other rewards we may send you on a periodic basis that are not Earned Rewards will expire on the date that is stated on the offer.

- Loyalty points generally will not expire subject, however, to changes, modifications, or cancellation of the program as outlined in our terms and conditions.

**Can I use rewards to purchase a FRIENDLY'S gift card?**

No. You cannot use rewards (including the Earned Reward) to purchase FRIENDLY'S gift cards.

**Can I use any rewards in conjunction with other coupon offers?**

No. Rewards cannot be combined with any other promotional offers or coupons, and you can only redeem one reward in a single transaction.

**Can I have more than one loyalty account?**

Unfortunately, no. Multiple loyalty accounts per a single person may be merged at our discretion.

**Can I use the loyalty app to earn and redeem rewards?**

Yes! You will be able to earn loyalty points and redeem rewards when you provide your loyalty account number (which is the 10-digit phone number linked to your loyalty account) at the time of your purchase.

**I forgot to provide my loyalty account on my last visit. Can I still get loyalty points for my purchase?**

Yes! Simply contact us at [info@friendlyrestaurants.com](mailto:info@friendlyrestaurants.com) and send us a copy of your receipt and your loyalty account number and we will be able to add the points to your account.

**If the above did not answer your question, check out our terms and conditions at <https://friendlyrestaurants.com/terms-of-use/> or contact us at [info@friendlyrestaurants.com](mailto:info@friendlyrestaurants.com).**

***SAVE ROOM FOR ICE CREAM!™***

Please note that your use of and/or participation in the FRIENDLY'S Fan Club constitutes your acceptance of the complete terms and conditions of our loyalty program, which can be found at <https://friendlyrestaurants.com/terms-of-use>. The Company may, at any time, and at its sole discretion, modify the loyalty program terms and conditions, with or without notice. Such modifications will be effective immediately upon posting. You agree to review the loyalty program terms and conditions of use periodically, and your continued use of and/or participation in the FRIENDLY'S Fan Club following such modifications will indicate your acceptance of any modified terms and conditions of use. If you do not agree to any modification of the terms and conditions of use, you must immediately stop using and/or participating in the FRIENDLY'S Fan Club.