



The Well-Oiled Machine®

JIFFY LUBE PARTNERSHIP MARKETING PROGRAM WITH DOMINO'S PIZZA JUNE 2005

PROGRAM CONCEPT:

The Venture Group developed a partnership in June 2005 between the Chicagoland Jiffy Lube co-op group and the Chicagoland Domino's Pizza co-op group that was designed to drive bounce-back traffic to both Jiffy Lube and Domino's Pizza consumers through a unique purchase savings program throughout the month of June.

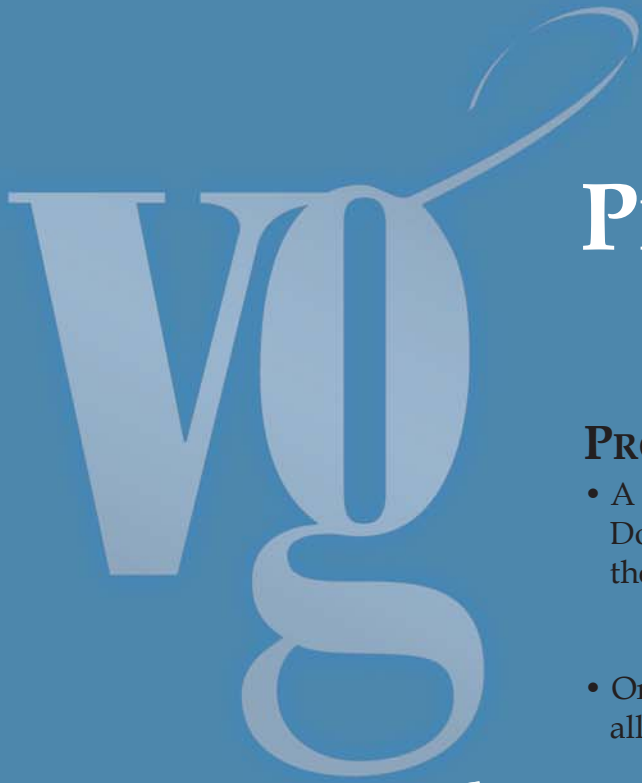
PROGRAM FLIGHT:

- Four (4) weeks in June 2005
- All partner coupons expired 30 days (7/31/05) after promotion end to allow consumers additional time for redemption

PURCHASE INCENTIVE OFFERS:

- For a four-week period, consumers were driven to both Jiffy Lube and Domino's Pizza locations to receive savings values.
 - When consumers purchased a Jiffy Lube Signature Service Oil Change, they received a coupon good for one (1) free medium Domino's pizza with the purchase of one medium pizza.
 - When consumers made any Domino's Pizza food purchase, they received a savings value coupon valid for \$6 off the price of a Jiffy Lube Signature Service Oil Change.





JUNE 2005

PROGRAM OVERVIEW

CONTINUED

PROGRAM SUPPORT:

- A four-week general market radio campaign, tagging Domino's Pizza and Jiffy Lube, ran in conjunction with the program to drive consumers to both locations
 - 10 stations deep/ A25-54 demographic
 - Media value of \$75,000 plus!
- One 8.5"x11" counter card was prominently displayed in all 117 Jiffy Lube locations throughout the four-week flight
 - 180,000 Domino's Pizza certificates were distributed to consumers by Jiffy Lube personnel.
- Domino's Pizza box toppers promoted the free Domino's Pizza offer with the purchase of a Jiffy Lube Signature Service Oil Change AND also included a Jiffy Lube \$6 off discount coupon for a Signature Service Oil Change.
 - 250,000 Domino's Pizza box toppers were distributed to consumers throughout the four-week flight.

THE RESULTS:

- During the month of June, the Chicagoland Jiffy Lube co-op surpassed \$8 million dollars for the first time!
 - Chicago was up 6.9% in sales and 3.5% in cars.
 - Total cars were up by 10,000.
- In addition, Jiffy Lube International, nationally, was up 4.8% in sales.

Conclusion: Both Jiffy Lube and Domino's Pizza were pleased with the success of the program and the program will be repeated again in October, 2005.

