



Annual Showcase

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Team Spirit

Dave & Buster's wants all of our employees to be informed and well educated about our annual showcase. The purpose of this newsletter is to guide our employees and give them a better understanding of what's come in their career as a Dave & Buster's Team Member.

This particular newsletter for the employees who will be running and managing the events Dave & Buster's has planned for its guests and

the general public. We hope this will greatly improve individual performance and all around team spirit.

This newsletter will be mailed out to all Dave & Buster's franchises and distributed accordingly to each employee during meetings and/or setup times.

Some of the following events will take place in St. Louis, Missouri. All other events and marketing

strategies will take place nationally. So, all of our employees can participate no matter where they are.

So, we encourage our employees to read the following information thoroughly and write and send in any suggestions that you may have.

The Million Dollar Token

The Million Dollar Token is a contest that is meant to encourage our guests to purchase an item off our new, healthier menu. To do so, we want to give our guests a chance to win one million dollars. When they purchase an item off the new menu, they will receive a registration code for the meal. To enter the contest, they must go online to daveandbusters.com/token, register their information and search for the Million

Dollar Token. They will receive more and more clues to the token's location the more codes they enter in their account. How do our employees fit into this?

We also want to encourage our employees to encourage our guests to purchase something off the new menu. The employee politely recommends an item off the new menu before mentioning anything about the contest. If the guest

chooses one of the items, the employee will hand the guest the registration code. Then, the employee is prompted to present and explain the contest rules.

Every item the employee sells off the new menu will add points to their score. The person of each franchise who scores the most points by the end of the contest wins a special prize.



"Give the gift of a D&B Gift Card to your family and friends to spread the Dave & Buster's spirit and values."

Jump across the Mississippi River

Dave & Buster's wants to put on a monumental event that will break new records. To commemorate the nation's Independence and transition from the east coast to the west coast, Dave & Buster's will be sponsoring a record breaking stunt.

NASCAR racer Max Pead will attempt to make the longest jump across the Mississippi River. On July4, 2010, Max will jump from

the Gateway Arch in St. Louis, Missouri across the Mississippi into Illinois.

If Max is able to complete the jump, Dave & Buster's will give out 1000 free chicken wings of any flavor to the public in celebrating the completion of the jump.

Dave & Buster's wants our employees to participate in the event. The purpose of this is to enjoy the nation's

Independence even if the person has to be at work. They are encouraged to bring their families and friends out to witness the event. This will give our employees the opportunity to show what Dave & Buster's is really all about.

First Annual Block Party

Also in St. Louis, Dave & Buster's will be throwing its First Annual Block Party to celebrate the new, healthier menu.

On June 3, 4, and 5, Dave & Buster's will be providing free appetizers for the first 300 guests that arrive each day of the event. The first 100 guests may also test our new attractions all day for free that day.

In a partnership with Sprite,

Dave & Buster's will be holding a raffle contest. On Saturday at 9:00 P.M., our vice president Matt Griffin will pull the winning raffle ticket. The grand prize winner will receive free appetizers for a year.

Family and friends of employees are encouraged to participate in the event. So, it is important to show them that we care about family time and values.

Working this event is intended to be just as fun for our employees as it is for our guests.

Public Service with Big Brothers, Big Sisters

In addition to the Jump across the Mississippi River, Dave & Buster's and Big Brothers, Big Sisters will host a Picnic in the Park to celebrate the nation's Day of Independence.

It is all about food, fun, and fireworks. Throughout the day, big brothers and big staters and their littles will be spending time with each other. With food provided by Dave &

Buster's, littles can enjoy the day watching the fireworks with their bigs.

Any employees who are a part of the Big Brothers, Big Sisters program is encouraged to bring their littles out to the event.

The New, Healthier Menu

This summer is all about the new Dave & Buster's. To encourage a healthier lifestyle, Dave & Buster's will be presenting a newer, healthier menu with new attractions that will surely get your heart pumping.

Our guests will experience the taste and feeling of healthier appetizers. Instead of deep frying our chicken wings, we will bake them. We will use more organic vegetables and less sugary drinks. We will minimize the use of sodium in these items, and use fresher products for our guests to enjoy.

We will also present new attractions to encourage more activity. It is important to balance healthy food with healthy exercise. That means enjoying the company of Dave & Buster's as well as feeling good about your health.

The idea is to present a better way of life. The body is happier when it's healthier. If our guests feel more

comfortable leaving D&B than they did when they came in, then we've our job with customer satisfaction in mind, body, and spirit.

So, we encourage our employees to encourage our guests. Make them feel like they are part of the Dave & Buster's family and ideals.



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Employee Suggestions

We encourage our employees to give feedback on their experiences working with Dave & Buster's. What do you think of the teamwork? How do you think you can improve teamwork and the Dave & Buster's atmosphere at your franchise? How do your customers feel about these

things? Do you feel you have accomplished something with your experiences with Dave & Buster's and attending to guests?

These are just a few questions we want to know about you as an employee and as a person.

We would also like to know any suggestions you may have to improve company values and special events.

In the corporate level, we cannot think of everything alone. It is just as important to know what goes on at our franchises as it does at headquarters

About Our Company

Dave & Buster's Inc. is centered on 7 important values: People, Respect and Caring, Honesty and Integrity, Teamwork, Service, Excellence, and Fun.

We want our employees and our guests to respect each other and care about each other's' opinions. Honesty is the best policy. We can always work as a team and present the most excellent service to our

guests. The most excellent service we have to offer is fun.

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We're on the Web!
See us at:
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