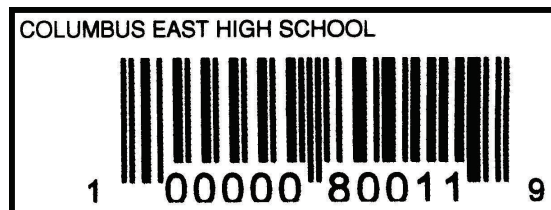


JAYC PLUS CARD FOR EDUCATIONAL PROGRAM

YOU CAN HELP COLUMBUS EAST EARN FREE EDUCATIONAL AWARDS. IT'S EASY—EACH TIME YOU SHOP AT JAYC USING YOUR JAYC PLUS CARD, YOU EARN POINTS FOR EAST THAT CAN BE REDEEMED FOR EDUCATIONAL AWARDS. FOR EAST TO RECEIVE POINTS FOR YOUR PURCHASE(S), YOU MUST USE EAST'S SCHOOL BAR CODE (BELOW). AFTER SCANNING EAST'S BAR CODE, YOUR SPENDING IS ELECTRONICALLY CREDITED TO EAST THROUGH YOUR JAYC PLUS CARD. FOLLOW THESE EASY STEPS:

1. TAKE EAST'S SCHOOL BAR CODE TO YOUR LOCAL JAYC FOOD STORE TO BE SCANNED ALONG WITH YOUR JAYC PLUS CARD (IT IS A ONE-TIME REGISTRATION).
2. EACH TIME YOU SHOP WITH YOUR JAYC PLUS CARD THROUGH APRIL 12, 2010, YOUR PURCHASES AUTOMATICALLY EARN EAST FREE EDUCATIONAL AWARDS
3. THAT'S IT! JUST SHOP, SCAN, SAVE AND SUPPORT EAST!



Providing tomorrow's educational tools today!