



FOR IMMEDIATE RELEASE

**Contact:** Erika Frederick  
952.540.2043  
[efrederick@buffalowildwings.com](mailto:efrederick@buffalowildwings.com)

### **Buffalo Wild Wings® Rolls Out Blazin' Rewards® Loyalty Program Nationwide**

**MINNEAPOLIS (June 26, 2017)** – Buffalo Wild Wings, Inc. (NASDAQ: BWLD) today announced the national rollout of its loyalty program, [Blazin' Rewards](#). Wing-lovers throughout the United States can now earn points for everyday dining at Buffalo Wild Wings restaurants, while also accumulating bonus points for checking in and frequent lunch visits. Blazin' Rewards loyalty members earn 100 points for every eligible purchase of \$10 or more and can redeem their points for more than 44 items on the [Rewards Roster](#).

The Blazin' Rewards loyalty program rewards fans for doing what they love to do – eating wings, watching sports and hanging out with their friends at Buffalo Wild Wings. Members can accumulate Blazin' Rewards points a variety of different ways, including:

- Ordering food and drinks at a Buffalo Wild Wings restaurant, including through takeout
- Checking in at Buffalo Wild Wings restaurants through the Blazin' Rewards app earns 10 points, and when you check in with friends, you'll receive 10 additional points per friend (maximum 250 points per week)
- Filling out your Interests page on the Blazin' Rewards website or app
- Frequent visits to a participating Buffalo Wild Wings during lunch earns 300 bonus points on every fifth lunch visit
- Exclusive bonus point earning opportunities and offers via email\*

“As the sports fan’s biggest fan, the Blazin' Rewards loyalty program was designed to thank and continually reward our passionate fans,” said Bob Ruhland, vice president of marketing for Buffalo Wild Wings. “We’ve seen positive engagement rolling out Blazin' Rewards in select markets so far, and as the program grows, so too will our roster of rewards and point earning opportunities for our loyal Guests.”

Since piloting the loyalty program in select markets, Buffalo Wild Wings has registered more than two million Blazin' Rewards members across the United States.

To join, download the Blazin' Rewards® app ([iOS](#), [Android](#)), use an in-restaurant tablet, or register online by visiting [www.blazinrewards.com](http://www.blazinrewards.com).

*\*Must be a Blazin' Rewards member in good standing to earn and redeem points at participating locations. Point earning opportunities are subject to change. Some restrictions apply. See [Terms and Conditions](#) for details.*

#### **About Buffalo Wild Wings**

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,230 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit [www.BuffaloWildWings.com](http://www.BuffaloWildWings.com).

###