**The New Dining Advantage® Gift Card by Entertainment® Empowers Marketers to Reward, Acquire and Retain Customers with Nearly 120,000 Valuable Offers at Restaurants Across the U.S. and Canada**

**Troy, MI, May 22, 2017 –** With consumers’ passion for food and eating out at an all-time high, Entertainment® launches the new [Dining Advantage®](https://cms.entertainment.com/diningadvantage) program, offering marketers promotional gift cards for nearly 120,000 discounts at national and local restaurants across the U.S. and Canada – at a fraction of the cost of regular gift cards. These offers can be redeemed by consumers via the Dining Advantage® mobile app or at DiningAdvantage.com.

Unlike most gift cards, which can only be used at one restaurant, these new promotional gift cards can be redeemed for deep discounts at a broad selection of restaurants offering customers many choices, including their favorite local eatery or the new hot spot. Consumers can save up to 50 percent off a meal or get a two-for-one deal.

It’s clear people love the convenience of dining out. In fact, six in 10 Americans eat dinner out once a week, and among the 18-to-35-year-old crowd, that number increases to seven in 10, a recent [Gallup poll](http://www.gallup.com/poll/201710/americans-dining-frequency-little-changed-2008.aspx) reported.

“If there’s one thing people love more than dining out, it’s saving money,” said Jeanne Chapman, Executive Vice President at Entertainment. “For companies that incorporate our promotional gifts cards into their incentive and rewards strategy, this is a great way to deliver rewards that are relevant to their entire audience. Today’s consumers expect choice, and when you give them nearly 120,000 offers to choose from at restaurants across the U.S. and Canada, it’s a reward they’ll truly value.”

**Cost Effective for Marketers**

Dining Advantage® promotional gift cards are available in $25, $50, $100 and custom increments. This low-cost, high-value incentive can be purchased by a business in bulk for as low as a few dollars per card. It can be used for customer acquisition and retention efforts, sales promotions, customer loyalty programs, employee incentives and much more.

**Easy for Consumers**

For consumers, the cards are easy to redeem via the Dining Advantage® mobile app, provide overall savings at least twice the value of the card, and are a delicious way to support the local restaurant scene.

To see the wealth of restaurant discounts available for purchase by gift card recipients, visit the Dining Advantage® website at [www.diningadvantage.com](http://www.diningadvantage.com/) where consumers can:

* **Browse or search for participating restaurants**
* **Build Wish Lists and store for future use**
* **Rate & Review restaurant experiences**

Consumers can also access these features, as well as redeem their savings on the go, using the Dining Advantage® mobile app.

To find out more, marketers should contact Entertainment’s [Corporate Marketing Solutions](https://cms.entertainment.com/) team.

**About Us:**

Founded in 1962, Entertainment has been a leader in providing the most recognized and sought-after discount, promotion and coupon products in communities throughout North America. As the largest and most trusted merchant savings network, Entertainment provides consumers with deeper discounts, superior market coverage, and greater variety of merchant offerings.

The Corporate Marketing Solutions division of Entertainment specializes in developing private-label savings programs that help businesses connect and engage with their customers. These high value discount and promotion products are powered by Entertainment’s merchant network, with offers customized by audience and matched by geography and demographics to ensure they are relevant. For more information about Entertainment visit us at [Entertainment.com](https://www.entertainment.com/) and follow us on [LinkedIn](https://www.linkedin.com/company/entertainment-promotions).

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