

Search function

Shopping Basket / Request Catalog / Join Cookie Club / Contact Us / FAQ

Hey Kids! Join the Mrs. Fields Original Cookie Birthday Club.

On your Birthday, you will receive a certificate in the mail for a FREE COOKIE! You will also receive a coupon for \$2 Off a Decorated Cookie for your Birthday Party.

Birthday Club



Birthday Club coupons are redeemable at your nearest Mrs. Fields Cookie location.

Mrs. Fields' Original Cookies Birthday Club is limited to kids 12 and younger. Mrs. Fields' Original Cookies reserves the right to cancel the Birthday Club program without notice and at their discretion.

First Name:

Last Name:

Parents Full Name:

Address:

City:

State:

Zip Code:

Phone Number:

Email Address:

Birthdate

Username

- St. Patrick's Day Gifts
- Easter Gifts
- Secretaries Day Gifts

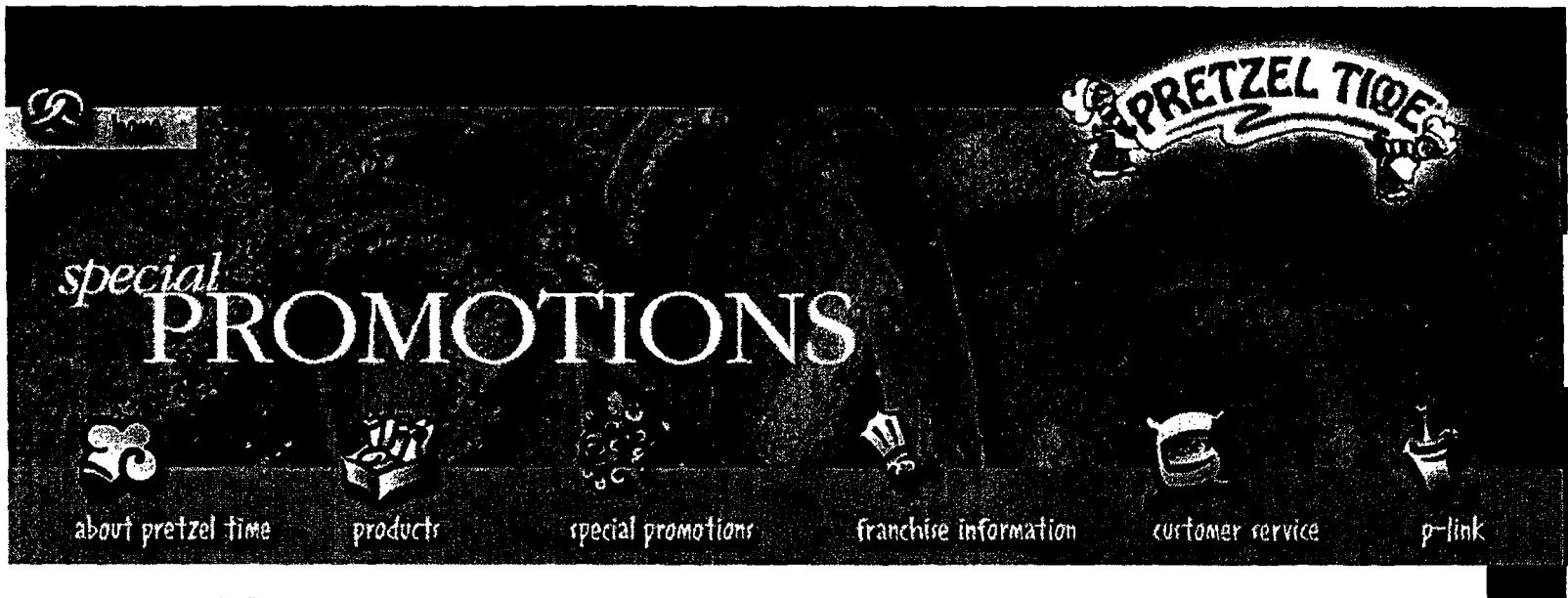
1-800-COOKIES or fax: 801-412-8899

- B-Day Club
- Franchising
- Employment

[Mrs. Fields' History](#) | [Franchise Information](#) | [Employment](#) | [Privacy Policy](#)
[FAQ's](#) | [Tell a Friend](#) | [Store Locator](#) | [Financial Information](#)
[Nutritional Info](#)

© 2002 Mrs. Fields Cookies, Inc.
All rights reserved
1-800-COOKIES

Exhibit A



We want to wish you a **HAPPY BIRTHDAY!** If you are twelve years old or younger, please fill out the information below and when your birthday rolls around, we will send you a Birthday Greeting along with a coupon for a **FREE PRETZEL!**

First Name:

Last Name:

Address:

City:

State:

Zip:

Birthdate:

Email:

*all fields are required

Exhibit B-1

© 2001 Pretzel Time, Inc. All rights reserved.


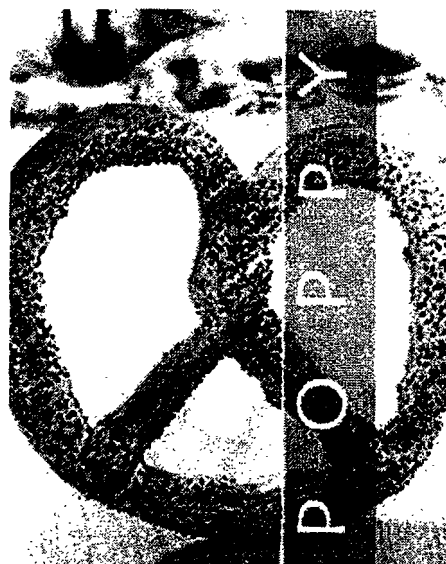


Exhibit B-2



HOME	ABOUT PRETZELMAKER	PRODUCTS	PROMOTIONS	CONTACT US	FRANCHISE OPPORTUNITIES	P-LINK
------	-----------------------	----------	------------	---------------	----------------------------	--------

BIRTHDAY CLUB

We want to wish you a **HAPPY BIRTHDAY!** If you are twelve years old or younger, please fill out the information below and when your birthday rolls around, we will send you a Birthday Greeting along with a coupon for a **FREE PRETZEL!**



PROMOTIONS
BIRTHDAY
CLUB

First Name:

Last Name:

Address:

City:

State:

Zip:

Birthdate:

Email:

*all fields are required

SEND

Exhibit C



Cookies



Chocolates



Gift Certificates



All Gifts



Online Contests

go

[Shopping Basket](#) / [Request Catalog](#) / [Join Cookie Club](#) / [Contact Us](#) / [FAQ](#)

[Go Home](#)

[My Account](#)

[Order Tracking](#)

[Member Login](#)

Username

[Login](#)

[Live Customer Assistance](#)



[Gift Specials](#)

- [Valentine's Gifts](#)
- [Winter Gifts](#)
- [Corporate Gifts](#)

[Order by Phone](#)

1-800-COOKIES
or fax:
801-412-8899

[For Kids](#)

- [B-Day Club](#)
- [Franchising](#)
- [Employment](#)

[Find your nearest store](#)



[Go Home](#)

Mrs. Fields Original Cookies Online Privacy Policy

We do not rent or sell your email address.

Mrs. Fields Original Cookies has created this privacy statement in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for this website: <http://www.mrsfields.com/>.

We use your IP address to help diagnose problems with our server, and to administer our Web site. Your IP address is used to help identify you and your shopping cart and to gather broad demographic information.

Our site uses cookies to keep track of your shopping cart. We use cookies to deliver content specific to your interests and for other purposes.

Our site uses an order form for customers to request information, products, and services. We collect visitor's contact information (like their email address), financial information, and demographic information (like their zip code, age, or income level). Contact information from the order form is used to send orders and information about our company to our customers. The customer's contact information is also used to get in touch with the visitor when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below. Financial information that is collected is used to bill the user for products and services. Demographic and profile data is also collected at our site. We use this data to tailor our visitor's experience at our site, showing them content that we think they might be interested in, and displaying the content according to their preferences.

Our online surveys ask visitors for contact information (like their email address), and demographic information (like their zip code, age, or income level). We use contact data from our surveys to send the user information about our company. The customer's contact information is also used to contact the visitor when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below.

We run contests on our site in which we ask visitors for contact information (like their email address), and demographic information (like their zip code, age, or income level). We use contact data from our contests to send users information about our company. The customer's contact information is also used to contact the visitor when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below.

Choice/Opt-Out

Our site provides users the opportunity to opt-out of receiving communications from us at the point where we request information about the visitor.

This site gives users the following options for removing their information from our database to not receive future communications or to no longer receive our service.

1. You can visit the following URL: <http://www.mrsfields.com/cookieclub/remove/>

Correct/Update

This site gives users the following options for changing and modifying information previously provided.

1. email rogerf@mrsfields.com

Contacting the Web Site

Exhibit D-1

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact

Roger Foisy
Mrs. Fields Original Cookies
440 West Lawndale Drive
Salt Lake City, Utah 84115
rogerf@mrsfields.com

[Mrs. Fields' History](#) | [Franchise Information](#) | [Employment](#) | [Privacy Policy](#)
[FAQ's](#) | [Tell a Friend](#) | [Store Locator](#) | [Financial Information](#)
[Nutritional Info](#)

© 2002 Mrs. Fields Cookies, Inc.
All rights reserved
1-800-COOKIES

Exhibit D-2