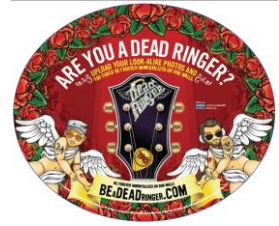




Moe Matters

JANUARY 2010



Our Winter Specials

*Cannot be combined with any other offers or coupons.
Valid on dine-in and carry out orders. Prices subject to change.*

Kids Eat Free Sunday

All day, get one kid's meal free with each Make-it-a-Meal purchase. Kids must be 12 or under.

Moe Monday

Regular burrito Make-it-a-Meal \$1.00 Off
(regular burrito, side, chips & regular soft drink)

Available in Wilmington and Rehoboth Beach only

Tuesday Free Kid's Night

Get one kid's meal free with each purchase of a Make-it-a-Meal from **5pm to closing**. Kids must be 12 or under.

NEW BUY 9 PROGRAM

A new use for your cell phone or PDA

Look for the new Plum Rewards system that will be replacing the old Buy 9 Cards. The system will come to Wilmington first sometime in January or February. It will not only replace our Buy 9 Cards, but will also send out cool text messages with special discounts for those of you who sign up! Stay tuned.

HEALTHIER OPTIONS

Whole Wheat is Wholesome

We are delighted to announce that whole wheat tortillas will be offered in mid January. Also look for our suggested healthy menu items.

BREAKFAST AT MOE'S-*New!*

Eye-opening Limited Time Offer in Rehoboth Beach

Last month, Moe's in Rehoboth Beach started to trial breakfast burritos and it has been well received. Every morning customers can enjoy a tasty breakfast burrito and a hot cup of joe for only \$5. The breakfast burritos are hand-assembled with fresh eggs, potatoes, bacon or sausage, peppers, onions, diced tomatoes, and cheese all rolled in a grilled tortilla. Rumor has it; the Breakfast Burrito will be traveling north to Wilmington in the next few weeks!

SUPER BOWL PARTY

February 7 is Super Bowl Sunday

Did you volunteer to host a Super Bowl party but want to focus on actually watching every down? Make it easy on yourself by calling Moe's Catering at 302-650-3010. Select from our Super Taco Bar, our new Chicken Wraps, or our popular Fajita Bars. Check out your options at www.moesde.catertrax.com. Or pick up bowls of house made guac, salsa or our warm queso w/fresh chips to go!

DEAD RINGER CONTEST-*COOL!*

Be forever immortalized on the walls of every Moe's!

From *January 15-April 15, 2010*, Moe's is conducting a nationwide search for anyone who looks like a famous rocker who has "passed on." The top 50 photos chosen from an internal panel will be posted and the general public will be able to vote online for their favorite. 14 winners will win free burritos for a year; an all expense paid trip to Atlanta for a photo shoot; and the privilege of having their dead ringer art work hanging on the wall of Moe's locations around the nation. Plus you win a party for the unveiling with your friends and family! Moe Bucks, tee shirts and other prizes will be awarded to runners up.

If you don't look like a rocker, you can still, "Rock Your Face" by inserting your photo into templates of musicians. Post-em on Facebook! Plus, Moe's of DE will also be posting your photos on our walls during the contest period.

Go to www.BEaDEADringer.com for contest rules and more information. Also check our Facebook page and future newsletters for events to be held in Delaware.

WEBSITE MAINTENANCE

Don't Panic-Temporary Outage

A temporary error message may occur when attempting to access www.moesde.com. Moe is conducting a scheduled Web maintenance in January. Catering customers can still order online by going directly to www.moesde.catertrax.com.

MAKE-IT-A-MEAL

It's Still the Best Value

Moe says, "Make-it-a-Meal" for \$2.25. You still receive about a 6% discount with the purchase of the side and drink. We didn't raise entrée prices, we lowered the discount rate. Moe keeps your meal as a value-priced deal. No extra charge for the rhyme!

FACEBOOK FUN

Fans with Benefits

Become a Facebook Fan to get: the latest on the Dead Ringer contest, Moe news, cool offers, and updated photos. Go to www.moesde.com, select the *Community* page and click on the link "**Become a Fan.**"

CREW BIRTHDAYS

Happy Birthday!

RB: 1/31 Bill **Bear:** 1/04 AJ

Corporate: 1/2 Joey