



*Our BEST shoppers come from our EXISTING shoppers!*

*Who better than you to explain how mystery shopping works?*

*We want to reward you for referrals in difficult markets.*

***How it works:***

*Refer shoppers to us between June 15 – July 30, 2010*

*New shopper goes on line and completely fills in their application.*

*New shopper lists YOUR NAME as how they heard about us when applying.*

*New shopper performs at least 2 shops at any of the listed locations between June 15 – September 15, 2010.*

*The shopper with the most referrals to complete 2 surveys at participating units wins!  
10 winners in all!*

**Prizes:**

1 <sup>st</sup> Place	\$250.00
2 <sup>nd</sup> Place	\$150.00
3 <sup>rd</sup> Place	\$75.00
4 <sup>th</sup> – 10 <sup>th</sup> Place	\$25.00

## Guidelines

Active Shoppers may refer new shoppers to Consumer Impressions, Inc. between June 15 and July 31, 2010.

The referral must fill out our on-line application completely.

The referral must choose locations from our list of participating cities. (see below) They can choose other locations as well, but locations not on the listing will not benefit the current shopper in the contest.

Referral must fully complete the application process, as well as pass the Service Timing quiz within two attempts in order to qualify.

Referral must complete two surveys at the regular labor rate from the list of participating cities by September 15, 2010.

Survey submitted by the referral must meet the guidelines outlined in the training materials provided by Consumer Impressions, Inc.

Referral cannot have shopped for Consumer Impressions, Inc. previously.

Referral may not have been employed by Whataburger Restaurants in any capacity within the last five years, or be related to, or friends with anyone currently employed by Whataburger Restaurants.

It is the responsibility of the referral to list the person who referred them when filling in their application. The "Heard From" field on the application should be filled in with "Referral from a Current Shopper." The "Explain" field must contain the first and last name of the person who made the referral.

Consumer Impressions, Inc. will track the referrals by shopper, and declare the winners on September 20, 2010. Winners will be declared at the sole discretion of Consumer Impressions, Inc. The results declared by Consumer Impressions, Inc. are final.

## Participating Locations:

<b>City</b>	<b>Market</b>	<b>State</b>
Alabaster	Alabama	AL
Brewton	Alabama	AL
Chelsea	Alabama	AL
Clanton	Alabama	AL
Fultondale	Alabama	AL
Hueytown	Alabama	AL
Mobile	Alabama	AL
Pelham	Alabama	AL
Trussville	Alabama	AL
Mesa	Arizona	AZ
Prescott	Arizona	AZ
Cantonment	Florida	FL
Century	Florida	FL
DeFuniak Springs	Florida	FL
Gulf Breeze	Florida	FL
Navarre	Florida	FL
Neptune Beach	Florida	FL
San Destin	Florida	FL
Starke	Florida	FL
Tallahassee	Florida	FL
Yulee	Florida	FL
Baton Rouge	Louisiana	LA
Bossier City	Louisiana	LA
Gonzales	Louisiana	LA
Lafayette	Louisiana	LA
Shreveport	Louisiana	LA
D'Iberville	Mississippi	MS
Gulfport	Mississippi	MS
Jackson	Mississippi	MS
Ocean Springs	Mississippi	MS
Ridgeland	Mississippi	MS
Vicksburg	Mississippi	MS
Albuquerque	New Mexico	NM
Roswell	New Mexico	NM

<b>City</b>	<b>Market</b>	<b>State</b>
Altus	Oklahoma	OK
Ardmore	Oklahoma	OK
Broken Arrow	Oklahoma	OK
Edmond	Oklahoma	OK
Lawton	Oklahoma	OK
Moore	Oklahoma	OK
Sapulpa	Oklahoma	OK
Stillwater	Oklahoma	OK
Bastrop	Central TX	TX
Bellmead	Central TX	TX
Belton	Central TX	TX
Boerne	Central TX	TX
Brownwood	Central TX	TX
Burkburnett	Central TX	TX
Burnett	Central TX	TX
Cedar Park	Central TX	TX
Cuero	Central TX	TX
Del Rio	Central TX	TX
Eagle Pass	Central TX	TX
Floresville	Central TX	TX
Giddings	Central TX	TX
Goliad	Central TX	TX
Gonzales	Central TX	TX
Graham	Central TX	TX
Harker Heights	Central TX	TX
Hillsboro	Central TX	TX
Hondo	Central TX	TX
Ingram	Central TX	TX
Lumberton	Central TX	TX
Kerrville	Central TX	TX
Killeen	Central TX	TX
Kyle	Central TX	TX
LaGrange	Central TX	TX
Lakeway	Central TX	TX
Lockhart	Central TX	TX
Marble Falls	Central TX	TX
New Braunfels	Central TX	TX
Pflugerville	Central TX	TX
Pleasanton	Central TX	TX
Port Lavaca	Central TX	TX
Round Rock	Central TX	TX
San Marcos	Central TX	TX
Schertz	Central TX	TX
Seguin	Central TX	TX
Silsbee	Central TX	TX
Taylor	Central TX	TX

<b>City</b>	<b>Market</b>	<b>State</b>
Temple	Central TX	TX
Uvalde	Central TX	TX
Victoria	Central TX	TX
Waco	Central TX	TX
Alamo	Corpus/Rio Grande Valley	TX
Beeville	Corpus/Rio Grande Valley	TX
Donna	Corpus/Rio Grande Valley	TX
Edinburg	Corpus/Rio Grande Valley	TX
Elsa	Corpus/Rio Grande Valley	TX
Falfurrias	Corpus/Rio Grande Valley	TX
Hidalgo	Corpus/Rio Grande Valley	TX
Kingsville	Corpus/Rio Grande Valley	TX
LaFeria	Corpus/Rio Grande Valley	TX
LaJoya	Corpus/Rio Grande Valley	TX
Mercedes	Corpus/Rio Grande Valley	TX
Palmhurst	Corpus/Rio Grande Valley	TX
Palmview	Corpus/Rio Grande Valley	TX
Pharr	Corpus/Rio Grande Valley	TX
Port Aransas	Corpus/Rio Grande Valley	TX
Port Isabel	Corpus/Rio Grande Valley	TX
Raymondville	Corpus/Rio Grande Valley	TX
Refugio	Corpus/Rio Grande Valley	TX
Rio Grande City	Corpus/Rio Grande Valley	TX
Robstown	Corpus/Rio Grande Valley	TX
Roma	Corpus/Rio Grande Valley	TX
San Benito	Corpus/Rio Grande Valley	TX
Sinton	Corpus/Rio Grande Valley	TX
South Padre Island	Corpus/Rio Grande Valley	TX
Taft	Corpus/Rio Grande Valley	TX
Weslaco	Corpus/Rio Grande Valley	TX
Azle	DFW	TX
Canton	DFW	TX
Cleburne	DFW	TX
Corsicana	DFW	TX
Decatur	DFW	TX
Denison	DFW	TX
DeSoto	DFW	TX
Ennis	DFW	TX
Gainesville	DFW	TX
Glenn Heights	DFW	TX
Granbury	DFW	TX
Hickory Creek	DFW	TX
Hutchins	DFW	TX
Lancaster	DFW	TX
Mexia	DFW	TX
Midlothian	DFW	TX

<b>City</b>	<b>Market</b>	<b>State</b>
Mineral Wells	DFW	TX
Red Oak	DFW	TX
Roanoke	DFW	TX
Seagoville	DFW	TX
Sherman	DFW	TX
Stephenville	DFW	TX
Venus	DFW	TX
Willow Park	DFW	TX
Athens	East TX	TX
Carthage	East TX	TX
Center	East TX	TX
Crockett	East TX	TX
Greenville	East TX	TX
Gun Barrel City	East TX	TX
Jacksonville	East TX	TX
Jasper	East TX	TX
Longview	East TX	TX
Lufkin	East TX	TX
Nacogdoches	East TX	TX
Palestine	East TX	TX
Paris	East TX	TX
Rusk	East TX	TX
Sulphur Springs	East TX	TX
Timpson	East TX	TX
White Oak	East TX	TX
Beaumont	Houston Area	TX
Brenham	Houston Area	TX
Bridge City	Houston Area	TX
Bryan	Houston Area	TX
Cleveland	Houston Area	TX
College Station	Houston Area	TX
Columbus	Houston Area	TX
Crosby	Houston Area	TX
Edna	Houston Area	TX
El Campo	Houston Area	TX
Liberty	Houston Area	TX
Livingston	Houston Area	TX
Lumberton	Houston Area	TX
Missouri City	Houston Area	TX
Schulenburg	Houston Area	TX
Seabrook	Houston Area	TX
Sealy	Houston Area	TX
Vidor	Houston Area	TX
Wharton	Houston Area	TX
Winnie	Houston Area	TX

<b>City</b>	<b>Market</b>	<b>State</b>
Abilene	West Texas	TX
Alice	West Texas	TX
Amarillo	West Texas	TX
Big Spring	West Texas	TX
Clyde	West Texas	TX
El Paso	West Texas	TX
Horizon City	West Texas	TX
Laredo	West Texas	TX
Midland	West Texas	TX
Odessa	West Texas	TX
San Angelo	West Texas	TX
Snyder	West Texas	TX
Sweetwater	West Texas	TX