

## TGI FRIDAYS PARTNERS WITH MERLIN ANNUAL PASS TO OFFER GUESTS EXTRAORDINARY EXPERIENCES



- TGI Fridays partners with Merlin Annual Pass, of the Merlin Entertainments group, to offer a new range of benefits to its guests
- Rewards members at TGI Fridays can now win a pair of Gold Merlin Annual Passes worth over £450;
- Merlin Annual Passholders can redeem 20% off food at TGI Fridays' restaurants;
- TGI Fridays' guests and team members can also redeem 20% off the price of up to four Merlin Annual Passes

16<sup>th</sup> October 2023: American-inspired cocktail bar and restaurant chain, TGI Fridays has announced it is partnering with Merlin Annual Pass, of the Merlin Entertainments Group, the global leader in location-based, family entertainment. The partnership will see the two brands known for creating and delivering iconic experiences come together to offer discounted dining experiences to millions of Merlin Annual Passholders in the UK, and offer TGI Fridays rewards members the chance to win unmissable prizes and to receive discounts on Merlin Annual Passes.

As part of this partnership, TGI Fridays will offer rewards members a 'Scan to Win' competition, in which participants can win a pair of Gold Merlin Annual Passes valued at a total of over £450. To enter, members simply need to scan a valid receipt from TGI Fridays in the TGI Fridays Stripes Rewards app before 14<sup>th</sup> November 2023 for a chance to embark on a year-long adventure filled with thrilling experiences at Merlin attractions in the UK.

TGI Fridays is also extending an exclusive offer to UK Merlin Annual Passholders, who can now enjoy a 20% discount on food at TGI Fridays' restaurants for up to six guests. To redeem this discount, Merlin Annual Passholders simply need to present their valid Merlin Annual Pass to a member of staff in a participating TGI Fridays restaurant. This offer is now active until 31<sup>st</sup> December 2023.

TGI Fridays' guests and team members can also redeem 20% off the price of up to four Merlin Annual Passes via the Merlin website using a unique code. The unique code will be delivered to guests who have opted into receiving marketing emails from TGI Fridays and will be valid until 14<sup>th</sup> November 2023.

The partnership embodies TGI Fridays' ongoing commitment to delivering memorable moments and immersive experiences, aiming to add value to both TGI Fridays' and Merlin Annual Pass customers.

Commenting on the partnership, Rhiannon Scarlett, TGI Fridays' Chief Marketing Officer, said: "Partnering with Merlin Annual Pass is an exciting milestone for TGI Fridays. We are thrilled to extend our hospitality to Merlin Annual Passholders and create dining experiences that complement their adventures at Merlin's world-class attractions. This partnership also exemplifies our commitment to delivering memorable moments and extraordinary dining to our guests and offering exclusive offers and experiences to our loyal Stripes Rewards members."

ENDS

About TGI Fridays:

TGI Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we're making TGI Fridays famous again and proudly celebrating our heritage with simple, freshly made-to-order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy and theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic TGI Fridays service and spirit of generosity, while in keeping with its heritage as one of the original singles bars. Whether you're out for a date, girls' night or a family dinner, TGI's is here to help bring that Fridays Feeling, no matter what day of the week or time of day. Follow @TGIFridaysUK on social media to get that Fridays Feeling all day, every day.