

EXHIBIT

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Lobel's of New York - FAQ: Placing an Order - Windows Internet Explorer

http://www.lobels.com/custService/service/faq_orders.asp

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Lobel's of New York - FAQ: Placing an Order

QUICK LINKS THE BUTCHER SHOP MY ACCOUNT CUSTOMER SERVICE FAQ'S CONTACT US

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Manage Your Account

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Customer Service

- Contact Us
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Frequently Asked Questions

- FAQs
- About Us
- About our NYC Shop
- Placing an Order
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- Order Problems
- Order Questions
- Your Account
- About Our Products
- Selecting Cuts of Meat
- Storing Your Order
- Preparation Tips

View My Shopping Cart

ONLINE SUPPORT CENTER

CHAT-PHONE-EMAIL

Frequently Asked Questions

Placing an order

- [Where can I buy your products?](#)
- [When can I place an order? When are you "open"?](#)
- [How do I place an order online?](#)
- [How do I place an order by phone?](#)
- [Can I order by mail?](#)
- [Where do I find your pricing?](#)
- [Can I order now and select a delivery date in the future?](#)
- [How far in advance do I need to place my order?](#)
- [Are there any restrictions for holiday orders?](#)
- [Some items in my order are on pre-order. What does this mean?](#)
- [Why can I only get some items delivered on certain days?](#)
- [My order shows over \\$50 for shipping. Why?](#)
- [What is a sub-order?](#)
- [I have two \(or more\) sub-orders with different delivery dates in my order. How do I consolidate them into one shipment?](#)
- [How do I place a single order with multiple delivery dates or multiple addresses?](#)
- [Can I place an order for a corporate gift, sales incentive, or corporate thank you program?](#)

Where can I buy your products?

Lobel's of New York is a direct-to-consumer business only. You can only buy our products directly from us. We do not use distributors or wholesalers, and we do not sell to restaurants or food-service operations. You can place an order either from our [online butcher shop](#) or by calling our toll-free customer service line, available 24 hours a day, at 1-877-783-4512.

When can I place an order? When are you "open"?

You can place an order at any time, any day of the week. Our online [butcher shop](#) is always open, and our toll-free customer service line is available 24 hours a day at 1-877-783-4512.

Be sure to place your order by noon (ET) to receive your order the next day. During certain holiday times, you must place your order by 4 a.m. (ET) to receive your order the next day. Check our [What's New](#) page for the most current ordering deadlines.

Deliveries are available Tuesday through Saturday. For more information on our shipping policies, [click here](#).

How do I place an order online?

To begin shopping, click the Shopping button at the top of any screen. There you will find a menu of our different product lines at the left-hand side of the screen. Select the product line you are interested in (such as USDA Prime Beef). Then select the cut you are looking for (such as Boneless Strip Steaks).

Enter the quantity next to the package(s) you'd like to purchase, then click the "Add To My Order" button. Follow the on-screen instructions to either continue shopping or complete your order by continuing to your Order Summary.

If you have any problems or questions about completing an online order, one of our customer service representatives would be happy to help you. Call any time, day or night, 1-877-783-4512.

How do I place an order by phone?

Call our toll-free customer service line, available 24 hours a day, at 1-877-783-4512. One of our representatives will be happy to help you select your cuts and place an order. Please have your shipping address (including phone number) and credit card information handy.

Can I order by mail?

We are not a traditional mail-order company and we do not accept orders by mail. We are an online business and we accept orders either [online](#) or [by phone](#).

Where do I find your pricing?

On each product page, there is a list of the packages available for purchase and their prices.

Internet 100%