

## Update Bulletin

### StoreNext Flyers — Series 1 Subscription

December 2, 2003

StoreNext Retail Technologies is pleased to offer Dealers the first series of advertising flyers. The deadline for Dealer subscribing to make the printing date is *Friday December 12*, so get your orders in immediately if you would like to take part.

Designed for quick reading, this set of *four* full-color promotional pieces is printed on high-quality slick paper and is designed for multi-purpose Dealer use as:

- Direct mail to your prospects and installed base
- Insertions for local/regional grocery trade organization newsletters or mailings
- Wholesaler mass distribution or insertions in monthly wholesaler mailings
- Trade show handouts

These flyers are offered as a not-for-profit service for StoreNext Dealers to reduce your printing costs and help you speed marketing implementation. The same flyers are also available on the StoreNext Dealer Web site when PDF copies are required, but by using this flyer set your printing cost will be significantly lower and quality will be higher. For example, whereas local printing costs for small quantities would often exceed \$1.00 per full color sheet (one side only) Dealers will pay less than 20 cents per sheet under this program (including both-sides printing).

Although Dealers who order will receive the printings for all four flyers at once, most Dealers will want to organize their distribution as part of a timed campaign where, for example, direct mail is sent on a periodic basis.

The flyers are printed on both sides. The content side provides a brief advertising message on the subject with primary marketing points, functions and a supporting graphic. The back of the flyer consists purely of graphics designed for tri-fold mailing, with space for a mailing address, your Dealer logo, return address, stamp and an optional Dealer tagline.

For example, the front and back of the GroceryDashboard flyer will appear as follows:



This document and information are supplied to StoreNext Retail Technologies personnel and third parties to assist them in doing business with StoreNext. They are not to be used or distributed for any other purpose.

StoreNext Retail Technologies LLC endeavors to ensure that the information in this document is correct and fairly stated, but does not accept liability for any error or omission.

These flyers come packaged as 100 copies each of four different flyers (see list below) and are ordered in advance by Dealers. If you need, for example, a quantity of 600, order a quantity of six of the PIN below and you will receive 600 each of the four different flyers. Flyers are not available separately or in uneven quantities.

StoreNext will print only the total quantity subscribed by Dealers by the closing order date of December 12. Delivery will be early January – in time for the start of the Trade Show season.

The four flyers to be printed in this first series will be:

- PocketOffice (Overview)
- PocketOffice GroceryDashboard
- Connected Services (overview)
- Electronic Journal (Connected Services)

All of these flyers are currently available on the StoreNext Dealer Web site at [www.StoreNext.com/Dealer/FrameBrochures.html](http://www.StoreNext.com/Dealer/FrameBrochures.html).

Please take advantage of this program. At this point, we'd expect to produce a Series 2 of these flyers in September 2004. This allows Dealers to, for example, implement a consistent direct mail offering at 90-day intervals, plus any hand-to-hand usage.

To Your Success,

***Tony***  
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*Antony van Beverter*

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<b>PIN</b>	<b>Item</b>	<b>Price</b>	<b>Inst</b>	<b>Maint</b>
89000166	StoreNext Flyers — Series 1 (price listed is per set of 100 copies each of 4 different flyers)	\$ 78	N/A	N/A

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This price is net Dealer price – no discounts are available.