

## Update Bulletin

### Connected Services Enhanced Dealer Revenue Sharing

February 21, 2005

StoreNext is pleased to announce an enhanced dealer revenue-sharing program for Connected Services that front-loads almost all Connected Services subscription revenues to the dealer.

Under the new dealer revenue plan, dealers will now receive 100% of the first ten weeks of the subscription revenues.<sup>1</sup> StoreNext will contribute its *entire* share for the first ten weeks to the dealer. After the ten weeks, the baseline dealer share of subscription revenues will be 30%.<sup>2</sup>

This new revenue-sharing arrangement is effective immediately and provides dealers an enhanced up-front cash flow to cover selling and commission expenses. It gives further incentive for dealer salespeople to ensure that Connected Services is proposed with every campaign and sale. Revenue-sharing percentages for Connected Services subscriptions already in effect will not be changed by the new plan.



To Your Success,

***Drew***

*Drew Otte  
Connected Services Business  
Development*

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- <sup>1</sup> Less the wholesaler share based on the value-add framework. See [wholesaler value-add bulletin](#) announced simultaneously.
  - <sup>2</sup> The ShrinkTrax store arrangement for legacy ShrinkTrax stores (see Marketing Bulletin 1204) does not constitute normal circumstances and a different Dealer share is provided.

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