

## Update Bulletin

### StoreNext Marketing Co-op Program Enhancements

February 7, 2006  
Issue 2

Based upon suggestions from dealers and the StoreNext Business Council, StoreNext is enhancing the Marketing Co-op program for Dealers. These new changes will make it easier for dealers to spend marketing co-op funds and speed up the “pull” effect of StoreNext/Dealer marketing and branding programs.

As of January 1, 2006 the improved program accumulates co-op funds at a 2% rate against net purchases and provides “first-dollar” credits on almost all co-op expenditures. Dealers therefore can apply for 100% credit against the accumulated amount in their co-op, and these credits will be applied against current StoreNext invoices.

The new program does *not* close out Dealers’ current 2005 balances: they continue to be available as per the 2005 program, with Q305 accumulations available until March 31, 2006 and Q405 accumulations not expiring until June 30, 2006. These funds are available under the previous 50/50 basis where the dealer’s co-op account pays half of the approved expenditure.

The program changes are:

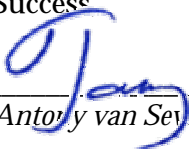
- Dealers now will receive 100% (instead of 50%) “first-dollar” credits for most approved marketing expenditures (see the updated formal [Policy](#)).
- Funds will accumulate at the new 2% rate as of January 1, 2006.
- Funds now expire at the end of the calendar year, plus a two-month grace period into the following calendar year (e.g. Q4 2006 funds can be used through February 2007).
- The 2005 program stopped accumulating funds as of December 31, 2005.

StoreNext Marketing Co-op Program conditions that stay the same include:

- The rolling two-quarter usage requirement applies. Funds accumulated in Q1 2006 must be used prior to the end of Q3, and funds from Q2 must be used by the end of Q4.
- Connected Services, software maintenance, support, freight etc. products do not apply.
- Co-op funds will accumulate against dealer purchases made under standard commercial terms and conditions only.
- Co-op funds will be decremented by past-due invoices.
- StoreNext will credit 50% for promotional items (golf balls, logo shirts) and collateral materials.
- The 2005 program will wind down on its normal expiration cycle.

Dealers can now apply for the 2006 program credits against any accumulated 2006 funds. Dealers can also apply for the former 50% credits against remaining 2005 funds. This choice will be available to the dealer until all 2005 funds expire on June 30, 2006. After that date, only 2006 accumulations will be available. (StoreNext will continue to report the dealer status of each fund separately for the next six months.)

To Your Success



Antony van Seventer

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.