

MOST-WANTED Sites!
Bring 'em Live and Collect Your \$500 Cash Bounty

February 22, 2012

Dealers have had great success converting big customers and regional chains from WinEPS to Connected Payments. But it can be a little tougher to focus on to rounding up those stray single-store operators and smaller store groups – even though it provides you a secure revenue stream.

This deal will help you find that focus.

StoreNext is offering a Connected Payments Bounty that pays you \$500 each time you *Bring 'em in Live* and convert a single-store operator to the Connected Payments Summit package. In fact, we'll pay you **\$500 per store** to convert any chain with 1-4 stores, and even larger total bounties are on the heads of accounts with five stores and up!

HOW TO GET YOUR BOUNTY!

- StoreNext and the Retailix Global Payments Group (formerly MTXEPS) are providing you with a **MOST WANTED** spreadsheet of your WinEPS stores on record as needing conversion to Connected Payments. Dealer-owners will be contacted the week of February 26 and provided a target list of your own WinEPS locations.
- Each store on your list will have its own specific dollar bounty for Summit and Criterion subscriptions.
- Just sign the store up as usual, using the current Connected Payments Subscription Agreement.
- Need a posse? Call your payment specialist [Rob Orolfo](#) (904-329-1632) or [Mike Lyden](#) (973-896-4298). Even Sheriff [Sumner](#) will ride with you if you put out a call to 317-877-7286.
- When you've brought 'em live, claim your bounty from StoreNext, using the Bounty Form (sample provided with this Bulletin, [additional copies on the Web](#)). Remember, stores *must* be on your Most Wanted list to collect a bounty. ^{1, 2}
- StoreNext will pay the dealer via a credit for half the bounty amount when the store goes live. The other half will be credited on the anniversary date when the store has been live for 12 months.
- Better saddle up and ride! Stores must be under contract and live (processing transactions) by **July 31, 2012**, and the bounty request must be received by **August 10, 2012**.

¹ Your installed base records might vary from the Most Wanted spreadsheet. Please contact [Mike Lyden](#), [Rob Orolfo](#) or [Cory Sumner](#) with any additions or subtractions required to get our lists in synch. It's only sites on the Most Wanted list that have bounties. (Note: the Most Wanted list and your SMS count are likely to be different for several reasons. One is not the other.)

² All Bounty Requests must be submitted by August 10, 2012 to be considered.

- **Bonus Incentive:** Elite and Select dealers will receive the maximum transaction share normally enjoyed only by StoreNext Premier dealers when they bring in one of those Most Wanted customers (a)live.

THE FINE PRINT

- The store must be approved on your Most Wanted list to be eligible for the bounty. The program is for new business only: stores contracted or live prior to February 22, 2012 are not eligible for any bounties, even if they appear on the target list and are in error. ¹
- Remember to submit your bounty requests for live stores by August 10! ²
- Sites on the SuperValu Payments Program – or any other wholesaler or special offer program where promotions are already in play – are excluded from the Bounty Program, even if that site mistakenly appears on the Most Wanted list. (The Judge already gave those boys a full pardon, so even if they show up on the Post Office wall and the Most Wanted list, no bounties can be paid.)
- Use a Bounty Request Forms to claim your bounty. A sample is attached here, but it's easier to use the downloaded forms from the [StoreNext Dealer Support Web site](#). For multiple-store customers, either use several copies of the Bounty Request Form, or the Excel sheet alternative provided. The same site-by-site information is required either way, but the Excel may be easier for multiple stores.

REMINDER: UPDATED WINEPS PRICING

The dealer net price for WinEPS has been increased to \$1,500 effective February 1, 2012, as announced earlier.

Also as previously announced, and along with most StoreNext SMS items for 2012, the price of WinEPS SMS has been increased as of Q1-2012 by approximately 20% to \$125/quarter. The list price for this maintenance for end users has been increased to \$800 from \$700 previously.

| PIN | Item | Price | Inst | Maint |
|-------------|---|--------------------------------------|--------|--------|
| 45180/064 | WinEPS In-Store Payments System for ISS45 | \$ 2,495 Dealer Net \$1,500 | \$ 300 | \$ 800 |
| SM45180/064 | WinEPS In-Store Payments System for ScanMaster | 2,495 Dealer Net \$1,500 | 300 | 800 |
| TP45180/064 | WinEPS In-Store Payments System for Third-Party Systems | 2,495 Dealer Net \$1,500 | 300 | 800 |



QUESTIONS AND ANSWERS

When will I get my Most Wanted List? – The Most Wanted Lists are being provided to Dealer Owners the week of February 26, including the bounty amount for each site or chain.

I might need some help. Who do I call? – Call your payment specialist [Rob Orolfo](#) (904-329-1632) or [Mike Lyden](#) (973-896-4298). If you need the Sheriff, call [Cory Sumner](#) at 317-877-7286 and he'll go with you to the Armory and break out the ammo.

Is this just about converting WinEPS stores? – Yes. Your Most Wanted sheet will list only those WinEPS sites needing Connected Payments conversion.

There used to be a special deal for WinEPS stores. Can I get that too? – Those mighty tough customers had several years to go down to the river and convert, but that dried up last year. Now there's a bounty on their heads – and you're the one who will get the payoff.

What if I have non-WinEPS stores. Can I get the bounty on those too? – Nope.

What about stores I just converted already? Can I claim a bounty on those? – Nope, even if it's mistakenly on the list, bounties won't be paid on sites contracted prior to the program.

Is there a bounty if the store takes Criterion? – Yes, you'll get \$350 for a Criterion store instead of \$500 for a Summit store.

What about Transaction Based pricing? – Can I get a bounty on that? – If you have a situation where the Transaction Based pricing option is the only way, please call Rob or Mike.

Will my Most Wanted list show the amounts for Summit and Criterion both? – Yes, for each store or chain, your Most Wanted list will list the bounty we're offering for either version.

I have a chain with seven stores. Will I get \$500 for each store? – Chains with more than four stores have a different allocated amount for the chain. It's \$500 per store for 1-4 stores of Summit, and after that it's less per store but the bigger the hombra, the bigger the bounty.

How is the bounty calculated for bigger chains? – For Summit, it's \$500/store for the first four (4) stores in the chain then add \$250/store for stores #5 through #9 and then add \$125/store for stores #10 and above. So for the seven (7) store chain, you will get 4x\$500 plus 3x\$250 for a total of \$2,750. For Criterion customers, instead of \$500/\$250/\$125 it's \$350/\$175/\$87.50.

What's the deadline? – The stores have to be live and processing transactions by the end of July. It would be a good idea to get started and hit the trail.

Why can't you give me more time? If I get the contract in by July 31, can I have an extra couple months to get the installs done? – Paying off the bounty means we have to empty the mint right away, and with these extra costs, we need at least 5 months of live operation so we don't take a loss on these stores within the calendar year and put the blunderbuss to Brinks.

How long do I have to file to get my bounty? – file by August 10, 2012.

What if I get only five stores of a seven-store chain installed by the deadline? Is the bounty all-or-nothing? – You'll get paid for all the stores that get installed in time, just as if it were a smaller chain. In this case, you'd get 4x\$500 plus 1x\$250 for the five stores you brought in live.

How do I file to get my bounty? – [You use the form.](#)

You say one copy of the form per store. Kind of a pain to file these things... – But well worth five hundred bucks. (Will Rogers says he never saw a form he didn't like.)

What if I have a chain – seven forms for seven stores? – The zip file including the form also packs an Excel spreadsheet you can use for an entire chain. (Will Rogers liked that even more.)

When do I get paid? – We'll put through a credit for half the amount immediately, and we'll pay the other half of the bounty when the store's been live for 12 months.

What if the store closes in six months? – I'd say good thing you got half the bounty up-front.





CONNECTED PAYMENTS BOUNTY

StoreNext Connected Payments Bounty Request Form

Dealer Information

Today's date: (must be received by August 10, 2012)
Dealership Name:
StoreNext Dealer Number:

Site Information

Connected Payments Live Date: (must be live by July 31, 2012)
Store name (exactly as appears on target list!):
Store's street address:
Store's city/state/ZIP:

Notes:

- Use one copy of this form for each site requested.
- For multiple-store chains, use either:
 1. Multiple copies of this form, one per site, or ...
 2. The Excel form available from the [StoreNext Dealer Support Web site](#) for multiple stores in a chain
- Store and matching address must be on Most Wanted list to qualify.
- A Word "forms" version of this file is available on the [StoreNext Dealer Support Web site](#) along with the Excel version for multiple stores.

(BELOW FOR STORENEXT ADMINISTRATIVE USE ONLY)

| | |
|------------------------------------|----|
| StoreNext Finance Approval: | |
| Global Payments Approval: | |
| Amount of Credit Approved: | \$ |
| Reason if Not Approved: | |

CONNECTED PAYMENTS MOST-WANTED LIST

[Highlight this line and paste List (as Special/Picture/Windows Enhanced Metafile) here!]

