

## Update Bulletin

### “TCI” Start-Up Package for StoreNext Dealers

June 10, 2005

Having Retailix Store and the former “TCI” products enables StoreNext dealers to sell one of the best-known and respected supermarket enterprise systems on a wide variety of POS systems. StoreNext is pleased to announce our sales program for StoreNext dealers to sell Retailix Store and its associated suite of products.

And as usual, StoreNext is putting a great deal on the table to minimize your start-up costs and time-to-market. In fact, if you grab this offer fast enough, StoreNext will even pay for your entire Start-up package! Here’s how it works:

- Dealers need to get the Start-up Package in order to certify on the Retailix Store suite. This package is normally \$6,995 net dealer price.
- However, if you purchase the startup package this month — before June 30 — StoreNext we will give you an additional \$1,000 instant rebate on the first three Retailix Store “Standard” or Retailix Store “Plus” systems you sell in 2005 — a total of \$3,000.
- The package also includes a copy of the Retailix Store entry-level back-office system, Retailix Store “Pricing.” You can resell this product for \$3,995.
- The package includes the outstanding implementation and support training course for one person at our training center in Dallas. Plus, StoreNext’s Sales Certification course will be presented *at your dealership*.
- And StoreNext will provide on-site assistance to you on your first installation of Retailix Store.
- The Start-up Package also includes brochures and other marketing collateral pieces.
- With the \$3,000 in rebates and the \$3,995 license, your \$6,995 start-up package nets to free-of-charge for the dealer. Plus, you’ll be trained, certified, and with some additional on-the-job training to make sure that first store becomes a great reference customer.

In conjunction with your StoreNext Account Representative, our Area Managers from the Enterprise Systems team — Doug Holloway and Tom Cox — will be contacting you in the next few days to discuss the benefits of selling the Retailix Store suite of products. You will also want to block your calendar for the upcoming Implementation and Support Certification Course, scheduled July 18 — July 22 at our Plano, Texas offices. Please plan on attending this class so you can get a fast start in selling Retailix Store.

#### THE FINE PRINT

The Retailix Store Dealer Start-up Package includes:

- 1 @ Retailix Store Plus demonstration software
- 1 @ Retailix Store Pricing software — this can be resold for \$3,995. This license can be upgraded to the “Standard” or “Plus” versions (for the net difference in dealer cost) so you can meet any customer’s choice or requirement.

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- 25 @ of each Retalix Store printed brochures/collateral pieces
- Sales training certification class, performed at your dealership. This is a one-day course. Dealer pays only standard StoreNext travel expenses of \$300/day.
- Retalix Store Plus implementation and support training certification class in Dallas for one person. This course is normally priced at \$1,250.
- Retalix on-site assistance for first 5-day installation of Retalix Store, not including travel expenses at \$300 per day. This assistance would normally be priced at \$6,250.

Only those dealers who order the Retalix Store Start-up Package on or prior to June 30 will receive the \$3,000 in rebates — \$1,000 each against your first purchases of the Retalix Store “Standard” or “Plus” packages. These rebates must be used this calendar year: unused rebates expire as of December 31, 2005.

Order:

<b>PIN</b>	<b>Item</b>	<b>Price</b>	<b>Inst</b>	<b>Maint</b>
45209/RS	Retalix Store Dealer Start-up Package	\$ 6,995	N/A	N/A

Price is Dealer net to all classes of StoreNext dealers. Discounts are not available.

Please don't hesitate to call me or your Enterprise Systems Area Manager — or your StoreNext Store Systems Representative — with any questions on this exciting new program. Doug Holloway's (817-251-1831) South and West area lines up with Steve West and Pat Huston, while Tom Cox (317-774-0643) handles the Midwest geography and Mike Lyden's Northeast area.

Doug, Tom and the Enterprise Systems team look forward to working with you and continuing your success. Good luck selling!!

*Tom Saari*

*Vice President —Enterprise Systems Team  
408-255-8775*