

## Update Bulletin

### LaneHawk \$500 – to – \$5,000 Dealer Special

March 4, 2011

Dealers will get **\$500 off** complete LaneHawk systems shipping in March.

Even better, these March LaneHawk shipments will further qualify that dealer for up to **\$5,000** in savings on LaneHawk systems shipped in Q2 and Q3 of this year.

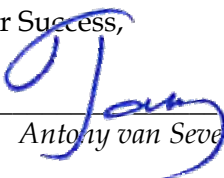


#### HERE'S HOW IT WORKS

- LaneHawk full-system shipments during the month of March 2011 qualify for a **\$500 credit**.
- To get your \$500, *make sure you order* that credit below. Any LaneHawk orders already in-house and in backlog for shipment can be updated to include the credit.
- The March \$500 credit is per LaneHawk system – ship 3, get 3 credits. (Dealer or customer labs and special pilot arrangements do not qualify for the credit.)
- Dealers earning the \$500 credit for March shipments will *also* receive **\$5,000 in credits** for additional LaneHawk full-system shipments in Q2 and Q3. These credits are \$500 each and are used per store, for up to ten (10) full LaneHawk stores shipped through September 2011.
- To qualify for the March shipping deadline, orders *must* be in to StoreNext by close of business on March 27. Orders received after March 27 cannot be turned around in time for shipping in March, and therefore will not qualify for the \$500 credit or Q2/Q3 credits.
- Multi-territory dealerships qualify and get credits per office. Credits are not transferable.
- To qualify as a “full LaneHawk system” the order must include:
  - At least five (5) lanes iLCU Hardware (LHK-ILCU-HW) and Software (LHK-BOS-SW)
  - ISS45 or ScanMaster LaneHawk Adapter/Interface (45180/092 or SM45180/092)
  - LaneHawk BOS Software (LHK-BOS-SW)
  - StoreNext LaneHawk Store Controller, Desktop (LHK-DTPC) or mid-tower (45MTPC-4)
- To receive your March credits, order the PIN below along with your full-system LaneHawk order. Qualifying dealers will receive their \$5,000 credits in April for use in Q2/Q3.

PIN	Item	Price	Inst	Maint
LHK-MAR11-500	LaneHawk March 2011 Credit, \$500	(\$ 500)	N/A	N/A

To Your Success,



Antony van Seventer