

SECTION:	Marketing Communications
POLICY #:	MC 5 PAGE: 1 of 3
SUBJECT:	Centurion Club
DATE:	4/05 SUPERSEDES: 6/87

TITLE: MC5, Centurion Club

POLICY: StoreNext may declare Centurion Club sales incentive events to reward dealer partners and individuals for outstanding performance

SCOPE: All StoreNext Dealers

PROCEDURES:

1. StoreNext may from year to year declare plans and qualifications for a Centurion Club event.
 - a. The qualifications normally apply to sales performance of a specific StoreNext calendar/fiscal year.
 - i. Qualifications will typically include general levels of sales performance and/or sales performance by product offering categories.
 - ii. Additional options may be provided to qualify for special performance in a specific product or area.
 - iii. Since the purpose of Centurion Club is to recognize and reward extraordinary performance, qualifications for Centurion Club will normally exceed the standard dealer quota for the same time period.
 - b. The qualifications, levels and number of trips that can be earned are normally declared in the first quarter of the calendar year.
 - c. The location, dates, and additional information are normally provided in the third quarter of the calendar year (e.g. at RSPA).
 - d. The event itself will normally occur in the second quarter of the following year.
2. Centurion trips are earned by the dealership, not by specific individuals at the dealership.
 - a. The dealer-owner is normally responsible for declaring the attendees from that dealership.
 - b. StoreNext may offer the dealer-owner at its sole option the ability to purchase at a set price additional Centurion trips for personnel at the



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- dealership. This option may not be available depending upon site accommodations and previous bookings.
- c. StoreNext may, at its sole option, invite specific dealer personnel to participate in Centurion Club outside of normal qualifications. In such cases, StoreNext will work with the dealer-owner to arrange such attendance.
 - d. Individuals that are unable to attend will forfeit their attendance for that year with StoreNext's regrets with no future attendance, compensation or alternative events granted as a result.
3. StoreNext representatives will normally work with the winners to arrange for travel, hotel rooms and so forth.
- a. StoreNext will make all best efforts to accommodate special dealer requests. The dealer will normally be responsible for any extra costs as a result of these requests.
 - b. StoreNext will normally work with the hotel or event location to provide attendees the option to prolong their stay at advantageous rates. Any costs will be the responsibility of the dealer.
 - c. As part of the Centurion Club event, StoreNext will normally fund travel and lodging for the dealer, together with specific meals and events during the club that will change from year to year.
 - i. StoreNext makes no assertion that it will pay for all dealer expenses, meals and activities at the event.
4. StoreNext endeavors to make Centurion Club enjoyable events for qualifying dealers and their guests with the focus upon relaxation as opposed to business, seminars, workshops and so forth.
- a. Dealers are expected to attend specific events such as the opening reception, awards dinner and so forth. Other events are normally optional.
 - b. Dealer personnel are welcome to bring their families including children to Centurion Club.
 - i. The opening reception and the awards banquet are normally considered "adults-only" events and attendees need to arrange baby-sitting services where appropriate.



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- c. Appropriate behavior in the context of a business event at a vacation resort will be expected of all dealer and StoreNext personnel in attendance.
- 5. Centurion Club is funded by StoreNext and all conduct of the event is carried out solely at StoreNext's option.
 - a. StoreNext reserves the right to declare any and all dealer qualifications and criteria for attendance.
 - b. StoreNext reserves the right to deny attendance to any dealer, dealership or dealer personnel based upon dealership or individual behavior regardless of qualification.
 - i. Qualifying dealerships that are no longer dealers in good standing at the time of the event itself will not attend.
 - c. StoreNext is an optional program and accepts no obligation to its dealers to announce or carry out an announced Centurion Club event.
 - i. If circumstances of any kind dictate the cancellation of a Centurion Club event in general, StoreNext may at its sole option provide an alternative award to some or all qualifying dealers.

