



D'Addario™



E-COMMERCE 2007 BRINGS CUSTOMERS TO YOU!



D'Addario

**CONTACT D'ADDARIO TODAY AND EXPAND
YOUR CUSTOMER BASE ... TOMORROW.**

Sign up for:

Buy Now at www.daddario2b.com
and click on the banner

Online Retailer Program by contacting your
Sales Representative at 1-800-DADARIO (323-2746)

GBase.com at www.gbase.com



NEW!

THE STAGE

The Stage is an online hub for musicians to find many resources, whether you're a touring pro, educator, student, or play for fun. You can find exclusive offers, videos, learning material, and more!

- Experience the latest artist videos.
- Discover the hottest gear and giveaways.
- Learn from the pros!
- Discuss all things music in the journey from student to The Stage!

www.tothestage.com



Want more info? Email us at sales@daddario.com



Our websites direct consumers to you:

Rather than compete with valued retail partners, D'Addario is increasing the draw to your business by providing consumer fulfillment options on all of our brand websites. Consumers who visit our sites seeking a product, can find it and choose to purchase it, and you'll make the sale.

- 1 BUY NOW** Consumers can purchase any D'Addario, Evans, Planet Waves, Rico or HQ products from our online catalog. When a consumer purchases a product, the order is transferred to a 3rd party website powered by Shopatron. Participating retailers are given access to view incoming orders on the Shopatron website where they can easily choose to fulfill each order.
- 2 ON-LINE RETAILERS** Each Online retailer has a landing page on their website that only displays D'Addario and Co. products. D'Addario will provide a link to the retailers' websites so consumers can easily find and purchase the products they viewed on D'Addario websites.

Program requirements:

- BUY NOW**
- **Full-Line:** Stocking Inventory of at least \$2,500.00 net in D'Addario Fretted, Bowed, Evans, HQ, Planet Waves, & Rico products.
 - **By Brand:**
 - > \$1,000.00 net of D'Addario Fretted inventory
 - > \$500.00 net of Evans/ HQ inventory
 - > \$500.00 net of D'Addario Bowed inventory
 - > \$500.00 net of Planet Waves inventory
 - > \$500.00 net of Rico inventory

ON-LINE RETAILERS D'Addario will provide a detailed analysis based on a weighted listing of the necessary stocking requirements. The analysis will also identify items that have already been purchased dating back 6 months in order to avoid purchase duplication. Each D'Addario product will require a specific product detail page on the e-tailer's site. D'Addario will link to a D'Addario branded page (created by e-tailer). Please contact your D'Addario sales representative for details.

Buy Now, Powered by Shopatron

This service allows retailers with or without an e-commerce website, to bid and ship the orders placed in our online catalog, enabling you to turn inventory faster and acquire new customers. You'll also enjoy free access to extensive product sales trend information to empower smarter buying and improved cash flow. It's a win-win partnership, because as we grow, so will you!

Reach New Customers

- All bids are "geo-bids." Fulfillment is always assigned to the participating dealer nearest to the customer.
- Leverage D'Addario's online marketing; we'll drive customers to the online catalog, then offer them to you.
- Enjoy higher visibility with local customers, as they'll know the products came from your store.

Increase Your Sales

- Sell more product and clear shelves faster.
- Take advantage of higher profit margins.
- Increase your average transaction amount.
- Decrease average transaction time.

Learn What's Selling

- Monitor sales of D'Addario's product, for free, to see what's hot.
- Stock product that you know is selling.

Sign Up

- Pay nothing to sign up.
- View product sales data after sign-up, with no obligation to ship orders.
- Sign up online at www.daddario2b.com

FINANCIAL DETAILS

As a geo-bidding dealer, once you are awarded the order and supply the product to the customer, you receive reimbursement from Shopatron. We're confident you'll like your D'Addario online catalog profit margins.

Order Payment

D'Addario's online store will securely capture and store consumers' credit card information at the time of order placement. Before you ship, a consumer's credit

card has been charged for the order amount, including shipping and tax, if applicable. This is a sale, not a lead.

Retailer Payment

Every 15 days, you'll be reimbursed for orders shipped, minus 5 percent plus credit card processing costs. You can choose to receive payments via direct deposit or paper check, and there's no fee associated with either method.

Security and Reliability

You carry no risk of chargeback or fraud for any order. If you ship an order and provide a valid tracking number, reimbursement is guaranteed.

E-COMMERCE 2007



Here's yet another way for you to profit from D'Addario's Online Solutions!

Why limit your sales to local musicians? GBase.com allows you to quickly and easily place your vintage gear on the GBase "GearBase" where hundreds of thousands of ready-to-buy musicians around the world search each year. The best part is that the musician contacts you directly - there are no bidding or high

"It's not often you find such a cost-effective and results-oriented advertising tool. Every time we open our e-mail we find a customer contacting us because of an instrument we advertised on GBase.com!"

- Tim
Buffalo Brothers, CA
www.buffalobros guitars.com

commission fees. With the help of GBase.com, you get to develop a relationship with your customers. Sell as much as you can; you'll only pay your flat fee.

- Have your gear searchable to over 3 million visitors a year.
- Extend your store's reach & create new customers.
- No commissions on sales - you keep all the profit.
- Selling opportunities for both small and large dealers.
- Build a one-on-one relationship with your buyers.
- Works for retailers without web sites.

"I have received great response from my web page listing with GBase.com along with great service, many calls, and, better yet, sales from all over the country (and the world). Believe me, listing with GBase.com has significantly increased my sales and market exposure. I want to thank all the staff at GBase.com."

- Joe Ferraro,
Cranford Guitar and
Music Center, NJ
www.cranfordguitar.com



Visit www.gbase.com and take a look at what it has to offer, or contact sales@gbase.com for info on services, rates, and benefits.



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