

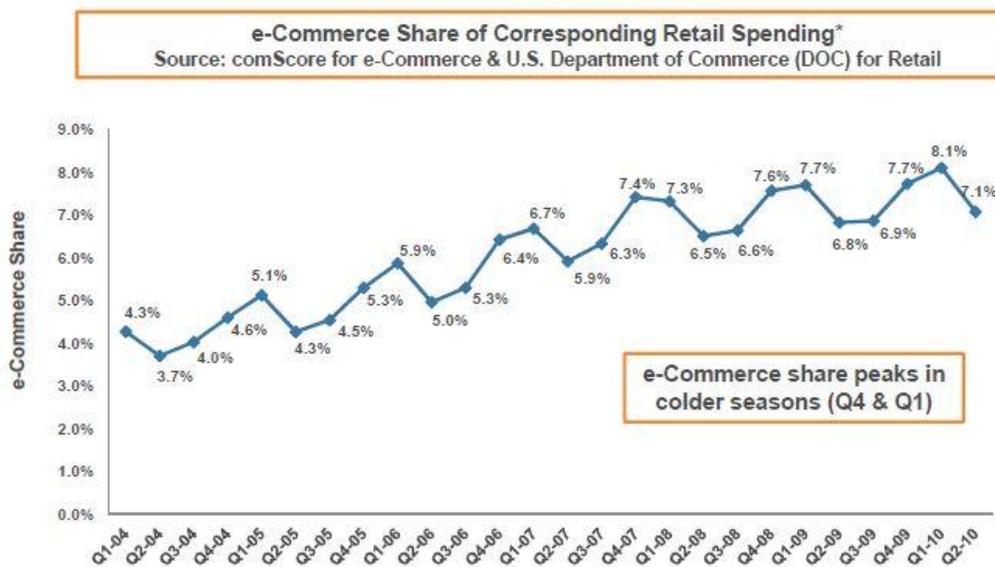
Increased Revenues, Brand Control and Customer Retention through partner-centric direct-to-consumer sales on the Internet.

Your Challenge

As an Automotive Parts Manufacturer, your Warehouse Distributors, Dealers and Installers are vital to the success of your business. However, these partners do not inventory or showcase the majority of your products. In a highly competitive landscape, you must market directly to consumers to assure that they know and request your brand.

Consumers are becoming increasingly reliant upon the convenience of the Internet for researching and buying products. This is especially true with the demographic profile of Specialty and Performance Products purchasers. In today's environment, the online consumer expects a direct relationship with manufacturers but also wants support and service from a real person close to them.

Online retail sales have steadily increased over the past five years in spite of a global recession. comScore reports double-digit growth in the first two quarters of 2010 while offline retail declined. Online retail sales currently exceed 8% of total retail sales and are anticipated to hit double-digit numbers in 2011 and exceed 13% by 2014. Gartner Group reports that over 34% of purchases made at a manufacturer's website are incremental and would not have occurred at a partner/retailer website, principally due to defection to alternative brands or products and the lack of ability to up-sell and cross-sell exclusively with your product offering.



Referring online customers to Dealers often results in defection of that customer to a competitive brand and always results in a loss of brand experience and control.

Your challenge is to meet consumer needs & wants, when & how they wish, offering 24/7/365 online ordering in such a manner so as to build relationships between you & your WDs, Dealers

and consumers, while at the same time preventing customer defection, securing the sale, protecting your brand & its perceived value, all without encroaching on anyone's profitability!

The Solution

Reshare Commerce offers Collaborative Channel Commerce® (C3) for eCommerce, the most effective and only patented software solution that allows a manufacturer to sell its products directly from its website WITHOUT alienating its existing Warehouse Distributors, Dealers or Installers. Reshare acts as a third-party that is invisible to the consumer yet essential to your channel. Reshare applies your existing offline business rules (e.g. typical profit percentages of Warehouse Distributors, Dealers, sales representatives and installers) to online sales and provides a myriad of features to motivate all your partners to sell more of your products, both online and offline.

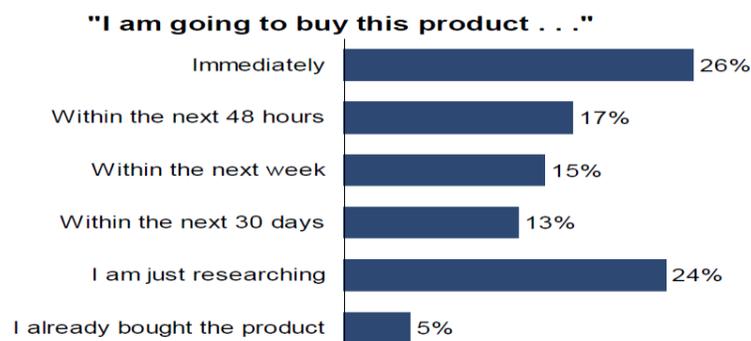
To support the relationship between your WDs, Dealers and their customers, customers are required to identify their Dealers at some point in their online experience. The identified Dealer profits from the sale, retains "ownership" of the customer, and serves as the customer's resource for order-related customer service questions/issues. The Dealer may provide installation, maintenance, repairs and return services, depending upon the equipment involved. Correspondingly, the WD that would normally supply the Dealer, profits from the sale and is often involved in fulfillment.

Similarly, new customers are prompted to select a Dealer based upon your business rules. This may be geographic, territorial, by product line, partner performance (or lack thereof), service abilities, inventory levels, and the like.

Reshare allows you to maximize your revenue stream while redirecting sales & marketing costs to more lucrative ends. Your Dealers enjoy additional revenues and improved efficiency. **You have complete control of how products are branded, presented, marketed and sold.**

Reshare develops cohesive strategies to build a sustainable competitive advantage for you and your channel partners. By acting as an impartial party who processes payments and provides reporting to all channel partners, Reshare ensures that trust is established up and down the distribution chain.

Visitors to Manufacturer websites have a high intent to purchase:



Base: 13,313 visitors to manufacturer Web sites

Source: Channel Intelligence 2008 Referral Site Survey

Patented Software

Reshare offers the only patented (US# 6,594,641 and foreign countries) software that enables you to:

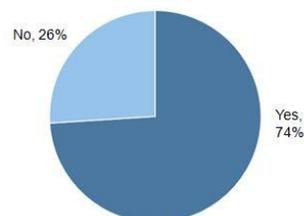
- Sell direct to consumers and share revenues with WDs, Dealers & Installers
- Enable consumers to locate and select an appropriate Dealer/Installer
- Credibly demonstrate fairness to all channel partners
- Maintain existing relationships between Dealers and the consumer and between each of your channel partners

Benefits

- Increase market share
- Enable all Dealers to offer your entire inventory
- Provide increased customer satisfaction by meeting consumer demands when and how they wish them to be met
- Provide 24/7/365 ordering for consumers, WDs, Dealers & Installers
- Gain access to invaluable consumer & Dealer information to enhance market research and product development strategies within your specific target markets
- Reduce non-performing inventory and overstock
- Up-sell and cross-sell YOUR branded products
- Expand the geographic reach for your products and your Dealers
- Reduce delivery time on special or custom orders
- Reduce fulfillment, shipping & handling costs for entire channel by reducing touch points
- Leverage power and recognition of your brand for you and your WDs and Dealers
- Disempowerment of unauthorized retailers - thwart online discounters and other grey market good suppliers by providing consumers with an authentic purchasing experience.
- Be assured of local WD and Dealer service, support and warranty coverage.
- Order processing cost reduction of up to 72% across all channel partners
- Increased order size of up to 30% in some industries from ease of use and access
- Increased order accuracy
- Reduction in handling, loss, theft, damage, & insurance
- Absolute brand control

Three-quarters of US online adults research products/services online, and nine out of 10 online researchers buy online, as well

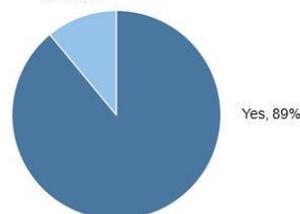
"In the past three months, have you researched any products/services online?"



Base: 4,114 US online adults

"In the past three months, which of the following apply to you?"
I have ordered products/services online in the past three months and paid online or offline

No, 11%



Base: 3,045 US online researchers