IBM Retail Store Solutions 2004 Co-marketing Program

IBM Channel Communications Number CC0401-006 and Amendment

Co-funding is available to IBM Business Partners -- Retail Store Solutions Division (RSSD) or Independent Software Vendors (ISVs) who execute a demand generation marketing campaign in 2004. Eligible campaigns include: direct mail or outbound telemarketing (OTM) campaigns using Campaign Designer, cooperative advertising, or industry trade show participation.

IBM Retail Store Solutions will reimburse the eligible Business Partner for 50% of the cost of a campaign, ad placement cost or trade show expense up to a maximum of $2,000.00 USD. An additional $1000 will be paid to Independent Software Vendors who promote their solution on IBM Retail Environment for SUSE Linux (IRES).

Eligible Business Partners:
- Solution Providers who are authorized to sell any IBM Retail Store Solutions' point-of-sale or kiosk hardware solution.

- Independent Software Vendors who develop and own a point-of-sale or kiosk software application that is Ready For IBM Retail Store Solutions.

Only two campaigns per Business Partner or Independent Software Vendor will be co-funded during the 2004 calendar year. For example, a Business Partner may conduct two OTM campaigns, or choose to do one direct mail campaign and one OTM campaign.

Campaign Designer direct mail templates and outbound telemarketing services are available on the PartnerWorld Web site at www.ibm.com/partnerworld. Select Campaign Designer from Selling & Marketing Resources, log in and access the SMB Tool Kit.

Terms and Conditions for Direct Mail or Outbound Telemarketing using Campaign Designer

1. Direct mail and OTM campaigns executed using the Campaign Designer tool are pre-approved.

2. The direct mail or OTM campaign must be completed by November 30, 2004.

3. Send invoices from Campaign Designer to Nancy Greene no later than December 15, 2004. Invoices may be faxed to 803-328-0667.

Upon receipt of the above, RSSD will issue a check to the Business Partner for 50% of the total cost listed on the invoice(s), up to a maximum of $2,000.00 USD.

Terms and Conditions for Cooperative Advertising

1. The advertisement must feature a Ready For IBM Retail Store Innovations application on an IBM Retail Store Solutions hardware platform.

2. The advertisement must not include or reference any IBM Retail Store Solutions hardware competitor.

3. The advertisement must be pre-approved by IBM prior to publication. The Business Partner or ISV must complete the 2004 Co-marketing program approval form and send it with a PDF file of the

advertisement to Nancy Greene at nagreene@us.ibm.com. No reimbursement will be made without prior approval of the advertisement by IBM Retail Store Solutions.

4. Eligible Business Partners and ISVs should use the appropriate Business Partner emblem and Ready For mark according to the IBM Usage Guidelines that can be found on the PartnerWorld Web site at www.ibm.com/partnerworld.> Marketing Resources (left-hand navigator) > Literature and Logos .

5. To claim reimbursement, fax a copy of the invoice for advertisement placement from the publication to Nancy Greene at 803-328-0667.

Upon receipt of the above, RSSD will issue a check to the Business Partner for 50% of the total cost listed on the invoice(s), up to a maximum of $2,000.00 USD.

Terms and Conditions for Tradeshow Exhibit

1. The Business Partner or Independent Software Vendor must complete the 2004 Co-marketing program approval form and send it to Nancy Greene at nagreene@us.ibm.com.

2. The Business Partner or ISV must display IBM Retail Store Solutions hardware in their tradeshow booth.

3. To claim reimbursement, fax a copy of the invoice for booth space rental to Nancy Greene at 803-328-0667 or by e-mail to nagreene@us.ibm.com.

Terms and Conditions for IRES funding:

Additional funding of $1,000 will be paid to the ISV if:
1. The ISV's point-of-sale or kiosk software application is ported to IBM Retail Environment for SUSE Linux and is Ready For Retail Store Innovations.

2. The ISV states in the campaign activity that the operating system for their application is IBM Retail Environment for SUSE Linux.

Upon receipt of the above, RSSD will issue a check to the Business Partner for 50% of the total cost listed on the invoice(s), up to a maximum of $2,000.00 USD.