

Welcome to the Internet Retailer Conference & Exhibition 2008!

Save Over \$1,800 When You Sign Up at the Show for Channel Management Lite[†]

**MERCHANT
ADVANTAGESM**
Take Control of Your Marketing Channels!



~~Only
\$145
Month~~

**Sign Up Now & Save Over \$270!
Pay Only \$99 / Month***

MerchantAdvantage Charges:

- ✓ NO Transaction Fees
- ✓ NO Revenue Share
- ✓ NO Listing Fees
- ✓ NO Setup Fees

Sign up during the Internet Retailer Conference & Exhibition 2008 and pay only \$99 a month, instead of \$145 a month and save over \$270. Promo: **NOWL**

*Pay \$99/ Month for 6 months, then the price will increase to \$145 / month. Offer expires 06/11/2008.



~~Only
\$145
Month~~

**Sign Up by 6/30/08 & Save \$120!
Pay Only \$125 / Month***

MerchantAdvantage Charges:

- ✓ NO Transaction Fees
- ✓ NO Revenue Share
- ✓ NO Listing Fees
- ✓ NO Setup Fees

Go to MerchantAdvantage.com/IR2008 or Call 800.550.9466 and use Promo: **IR2008L** to take advantage of this limited time offer.

*Pay \$125 / Month for 6 months, then the price will increase to \$145 / month. Offer expires 06/30/2008.

Partners and Affiliations



**RECEIVE \$1,000
IN FREE CLICKS!**

(See reverse side for more information)



Shopping.com

**RECEIVE A
\$50 CREDIT**

(See reverse side for more information)



**RECEIVE A
\$500 DISCOUNT**

(See reverse side for more information)

[†]Save over \$1,800 when combining the Channel Management Professional \$99 a month offer with the ShopAndPrice, Shopping.com, and mShopper offers listed above. You can save more by combining other offers from our partners listed at merchantadvantage.com/Offers.

Do You Have the Advantage?

MerchantAdvantage Additional Resources

MerchantAdvantage has built an information-rich resource center, providing awareness and understanding of innovative, industry-leading opportunities, which we are proud to offer exclusively to our merchants. These resources include: our blog; monthly newsletter, featuring expert guest contributors; enhanced partner discounts; live and online customer support; extended support of marketing strategies and data management through our Value Added Reseller program; and educational initiatives through our weekly client and monthly webinar series. In addition to state of the art software, we are here to help you make money and save time using any online marketing channel.



Live and Online Support:

MerchantAdvantage clients automatically receive world-class, live technical support for the first 30 days. After 30 days, continued standard support is provided via a sophisticated online ticketing system for the life of the client, at no additional cost.



Industry Educational Webinars:

CEO and Co-Founder Michael Lambert presents this informative and stimulating perspective on how best to utilize the vast opportunities available within the online industry. These webinars are presented quarterly and are open to the general public.



Application Video Training:

MerchantAdvantage provides weekly webinars on maximizing usage of the Channel Management application exclusively for our merchants. All webinars are archived and accessible through the merchant backend to review at the merchant's convenience.



Partner Offers:

MerchantAdvantage is pleased to introduce and offer its clients special offers from our strategic partners. We encourage you to check back frequently and take advantage of wonderful services and new product offerings that may better assist you in growing your online sales. Go to merchantadvantage.com/offers to view offers.



eTail dTail Blog:

eTaildTail.com was launched to help small to mid-sized online retailers grow their business efficiently, cost effectively, and intelligently. eTaildTail.com is now a daily stop for hundreds of online retailers looking to learn and help each other and get daily industry news. So, come visit and learn some tips and tricks.



eTail dTail Newsletter:

MerchantAdvantage knows you have little time to research "best practices" in the online retail marketplace. As a FREE service to all of our clients, we provide a monthly newsletter to better educate our clients on important issues.

Take Advantage of these MerchantAdvantage Partner Offers:

Sign up through MerchantAdvantage to receive a \$500 discount on mShop, mStore, and mPower complete package.

To redeem this offer call 303.953.4077 & mention promo: **MAMS123107**

*Offer valid for MerchantAdvantage Clients when signing up with mShopper for the first time. Expires 07/31/2008.

Sign up with Shopping.com through MerchantAdvantage and receive a \$50 credit toward cost-per-click traffic.

To redeem this offer call 650.616.6584 & mention promo: **MASG123107**

*Offer valid for MerchantAdvantage Clients when signing up with Shopping.com for the first time. Expires 07/31/2008.

Sign up with ShopAndPrice and receive \$1,000 in free clicks off our already low price of \$.60 per click.

To redeem this offer call 800.550.9466 & mention promo: **MASP032007**

*Offer valid for MerchantAdvantage Clients when signing up with ShopAndPrice for the first time. Expires 07/31/2008.

To view and take advantage of more offers go to merchantadvantage.com/Offers