

December 14, 2004

Dear Lowe's Vendor,

Lowe's is pleased to announce beginning **February 1, 2005**, Young America Corporation will process all our rebate and premium fulfillment requirements. Young America's proven track record in the fulfillment industry ensures an increase in customer satisfaction and best-in-class programs.

We have also made some important improvements to our promotional processes that include simplified standards, which no longer require product barcode/UPC or serial numbers to be captured and submitted by our customers. Duplicate submission elimination and fraud controls will be performed from a combination of the store #, date of sale and register #. And lastly, the funding of promotions will be directly between you the Vendor and Young America Corporation. **(Please complete the enclosed Vendor Profile.)**

Young America will assume responsibility for the following services:

- Complete Rebate Fulfillment – all mail processing, gift card validation and fulfillment for Lowe's rebate programs
- Full Call Center Support – consumers and Lowe's stores can get answers quickly via IVR (Interactive Voice Response) or by talking to helpful agents
- Full Internet Support – consumers and Lowe's stores can get answers via the web or through YA cyber reps
- Dedicated Account Management – on-site at Lowe's and at Young America processing facilities
- Promotional Consulting – YA helps form promotional structures, forecast redemption and measure results

If you have any questions regarding the Lowe's/Young America rebate program, please contact your Lowe's Merchandising/Marketing representative for more details.

If you have questions about the Vendor Profile enclosed, please contact Rose Baker from Young America Corporation at 952-294-6122.

Please join us in welcoming Young America Corporation to the Lowe's service vendor family.

Sincerely,

Harry Gardner  
Manager Store Operations Support

## THE EXCITING NEW LOWE'S / YOUNG AMERICA PARTNERSHIP

Lowe's made this decision with our vendors' best interests in mind. Below are just a few of the ways our partnership with Young America will benefit you.

- **Higher Customer Satisfaction** – Young America's automated processes and tightened controls ensure that consumer's orders are processed quickly and accurately. This means that consumers receive their check or gift card much more quickly.
- **Efficient Funding/Quicker Turn Time** – Young America will be working directly with you for funding of rebates and gift cards. If payments are received on schedule, consumer requests will be processed within 5 working days.
- **Award Winning Customer Care** – Young America is a leading customer care provider; offering custom solutions deployed over multiple channels. Their approach maximizes customer satisfaction by offering more choices for consumers and resolving issues in one call.
- **Seasoned Professionals To Manage Your Programs** - Young America utilizes a cross-functional team of experts to manage each promotion. Key players are represented in Account Management, Finance, Operations, Technology and the Call Center – this integrated approach ensures that all components are working in unison.
- **Streamlined and Disciplined Process** – A system of checks, balances and processes prone to high quality metrics, will ensure that all vendors, Lowe's and Young America are all on the same page all of the time; holding all parties accountable for success.
- **Innovative Reporting** – Young America provides easy access to actionable data through InfoTrak, the most comprehensive reporting and analysis solution in the industry. The goal is to work with this easily customizable tool to measure what counts – allowing you to focus on the effectiveness of your programs.
- **Evolving Rebates Into a Marketing Asset** – Using a unique rebate formula, Young America transforms rebate and gift card promotions into a marketing asset by positively impacting every phase of the rebating cycle. This fresh approach turns rebating into a positive experience instead of a necessary evil.
- **Simplified Pricing** – Young America provides one bundled price for rebate and gift card processing. The result is a simplified budgeting, invoicing and financial tracking, facilitating accurate return on investment analysis.

## VENDOR PROFILE

|                   |                     |   |             |
|-------------------|---------------------|---|-------------|
| Vendor Name       | BSH Home Appliances | YA Client ID  | 5819        |
| Corporate Address | 5551 McFadden       | <b>Bank Account for Rebate Dollars</b><br>(used on all rebate offers) |             |
|                   | Street Address      | x Vendor managed<br>___ YA managed                                    | 111-111-1   |
|                   | Huntington Beach    |   | Account #   |
|                   | City                |   | Lowe's Dept |
|                   | CA                  | 92649   | Appliances  |
|                   | State               | Zip   |             |

**CONTACTS:**

| TYPE              | NAME       | EMAIL ADDRESS  | PHONE #        |
|-------------------|------------|--|----------------|
| Promotion Contact | Joe Smith  | <a href="mailto:jsmith1@bsh.com">jsmith1@bsh.com</a> | (555) 555-5555 |
| Funding Contact   | John Doe   | <a href="mailto:jdoe1@bsh.com">jdoe1@bsh.com</a>     | (555) 555-4444 |
| Banking Contact   | Jane Doe   | <a href="mailto:jdoe2@bsh.com">jdoe2@bsh.com</a>     | (555) 555-1111 |
| Reporting Contact | Jane Smith | <a href="mailto:jsmith2@bsh.com">jsmith2@bsh.com</a> | (555) 555-2222 |

|   |  |
|---|--|
| Wire Information for Return of Excess Funds | Bank of Real Money<br>1234 Any Street<br>Los Angeles, CA<br>90010<br>Acct #: 12-564-8<br>Routing #:<br>12345678911 |
|---|--|

|                          |                               |
|--------------------------|-------------------------------|
| Servicing Invoice Format | all promotions on one invoice |
|--------------------------|-------------------------------|

Deposit Required on Rebate and Gift Card Programs      40% of redemption estimate  
 At a minimum of 1 week into the promotion and for the life of the promotion, redemption will be analyzed and additional deposits will be requested as needed  
 Deposit requests - payment due upon receipt  
 Funds will be wired to FSMC (instructions will be on the deposit request) by 3 days before promotion starts  
 Invoices for servicing will be generated weekly  
 Escheat Reporting Available - once bank account is closed  
 YA recommends switching bank accounts every 6-12 months