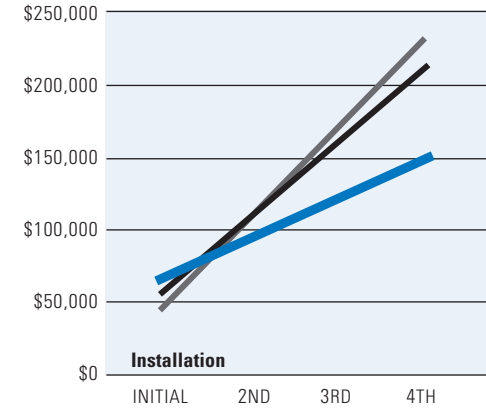


**TOTAL ANNUAL COST (on a 250 in-store graphic program with four change outs)**

	ADHESIVE VINYL	FOAM BOARD	VM GRAPHIC SYSTEM
<b>Initial Installation</b>	\$45,450	\$53,750	\$59,680
<b>2nd Installation</b>	\$61,450	\$53,750	\$30,410
<b>3rd Installation</b>	\$61,450	\$53,750	\$30,410
<b>4th Installation</b>	\$61,450	\$53,750	\$30,410
<b>Total After 4 Installations</b>	\$229,800	\$215,000	\$150,910

**CUSTOMER ANNUAL SAVINGS**

VM vs. VINYL	VM vs. FOAM BOARD
-33%	-12%
49%	42%
49%	42%
49%	42%
\$75,752 / 33%	\$60,952 / 28%

**Cost Comparison**


Installation		ADHESIVE VINYL			
		INITIAL		SUBSEQUENT	
		4' X 4'	\$/SF	4' X 4'	\$/SF
<b>Printing Cost</b>	Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50
	PSA Vinyl MSRP	\$8.00	\$0.50	\$8.00	\$0.50
	PSA Vinyl Print	\$96.00	\$6.00	\$96.00	\$6.00
<b>Packaging Cost</b>	Box	\$0.00	\$0.00	\$0.00	\$0.00
	Tube	\$2.00	\$0.13	\$2.00	\$0.13
<b>Shipping Cost</b>	Tube, PSA Vinyl 2.00 lbs	\$19.80	\$1.24	\$19.80	\$1.24
<b>Installation Cost</b>	Total Sq. Ft.	16	N/A	32	N/A
	Cost/Sq. Ft.	\$4.00	\$4.00	\$4.00	\$4.00
	4'x4' Graphic (remove and install)	\$64.00	N/A	\$128.00	N/A
<b>Initial Installation Cost Per Store</b>		\$181.80	\$11.36	\$245.80	\$15.36
<b>250 Store Initial Installation Cost</b>		\$45,450	\$11.36	\$61,450	\$15.36

Installation		PREMIUM RIGID FOAM BOARD			
		INITIAL		SUBSEQUENT	
		4' X 4'	\$/SF	4' X 4'	\$/SF
Print Cost Only	Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50
Foam Board MSRP	Foam Board MSRP	\$8.00	\$0.50	\$8.00	\$0.50
Foam Board Print	Foam Board Print	\$96.00	\$6.00	\$96.00	\$6.00
<b>Pallet/Crate Packaging</b>	Pallet/Crate Packaging	\$14.00	\$0.88	\$14.00	\$0.88
	Pallet/Crate 63.22 lbs	\$105.00	\$6.56	\$105.00	\$6.56
<b>Installation Cost</b>	Total Sq. Ft.	16	N/A	0	N/A
	Cost/Sq. Ft.	\$0.00	N/A	\$0.00	N/A
	4'x4' Graphic	\$0.00	N/A	\$0.00	N/A
<b>Initial Installation Cost Per Store</b>		\$215.00	\$13.44	\$215.00	\$13.44
<b>250 Store Initial Installation Cost</b>		\$53,750	\$13.44	\$53,750	\$13.44

Installation		VISUAL MAGNETICS GRAPHIC SYSTEM			
		INITIAL		SUBSEQUENT	
		4' X 4'	\$/SF	4' X 4'	\$/SF
Print Cost Only	Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50
VM-SYNPaper MSRP	VM-SYNPaper MSRP	\$11.84	\$0.74	\$11.84	\$0.74
VM-InvisiLock-30SE MSRP	VM-InvisiLock-30SE MSRP	\$20.80	\$1.30	\$0.00	\$0.00
VM-InvisiLock-30SE / VM-SYNPaper	VM-InvisiLock-30SE / VM-SYNPaper	\$120.64	\$7.54	\$99.84	\$6.24
<b>Box</b>	Box	\$1.00	\$0.06	\$0.00	\$0.06
	Tube	\$2.00	\$0.13	\$2.00	\$0.13
Tube, VM-SynPaper 2.25 lbs	Tube, VM-SynPaper 2.25 lbs	\$19.80	\$1.24	\$19.80	\$1.24
Box, VM-InvisiLock 7.46 lbs	Box, VM-InvisiLock 7.46 lbs	\$31.19	\$1.95	\$0.00	\$0.00
<b>Installation Cost</b>	Total Sq. Ft.	16	N/A	0	\$0.00
	Cost/Sq. Ft.	\$4.00	\$4.00	\$0.00	\$0.00
	4'x4' Graphic	\$64.00	N/A	\$0.00	\$0.00
<b>Initial Installation Cost Per Store</b>		\$238.63	\$14.91	\$121.64	\$7.60
<b>250 Store Initial Installation Cost</b>		\$59,657	\$14.91	\$30,410	\$7.60