

Tyndale House Publishers Core Inventory Program 2009-2010 (Effective 5/1/09)

Stores who maintain required levels of our core product become eligible for higher on-going discounts. Once accepted into the Core Inventory program, customers will qualify for on-going replenishment discounts. There are two levels of membership along with the terms and conditions that apply for each discount level:

Level 1: If a store maintains an inventory level of 250 of Tyndale House's core inventory titles (out of approximately 375) the account will receive 48%. Reorders of 30+ units to one location receive free freight.

Level 2: If a store maintains an inventory level of 175 of Tyndale House's core inventory titles (out of approximately 375) the account will receive 46%. Reorders of 30+ units to one location receive free freight.

- **Accounts will be monitored on a regular basis to insure that required inventory levels are being maintained. Documentation from stores POS system or a physical inventory may be requested to support this information.**
- **Lists of qualifying core product will be released quarterly.**
- **Core Inventory consists of Bibles, books, audios etc. Product must be released for a minimum of six months to qualify.**
- **Core stores who also participate in Pubtrack or Above the Treeline will qualify for "Preferred Customer Promotions". Your Sales Rep will work with you to verify execution and handle the paperwork and issue the credit back for promoted titles sold.**

ALL OF THE ABOVE DISCOUNTS EXPIRE APRIL 30, 2010

OTHER TERMS AND CONDITIONS

1. A retail bookstore account will be classified either as a Level 1 or Level 2 dealer by their Tyndale House District Manager or Inside Sales Representative. Once an account has been established as a core inventory dealer, the account receives that discount for all purchases as long as the program requirements are maintained. Dealers will need to re-qualify on a regular basis with the Tyndale House District Manager or Inside Sales Representative. Store inventory levels must be in compliance at the time of the Tyndale representative’s follow-up call. Stores who are not maintaining their required levels will be dropped from the program.
2. If the account qualifies for a higher discount level, the account can be moved up but no retroactive credits will be given for previous purchases at lower discounts.
3. Higher promotional discounts will override Core Inventory discounts. For example, purchases of displays or other promotions for meeting certain promotional or merchandising requirements.
4. Each dealer on the Core Inventory plan will need to initially qualify based on 1) meeting the required inventory levels and 2) signing the agreement to maintain the Core Inventory requirements on previous page.
5. The current levels of discount for qualified stores are valid through April 30, 2010.
6. Core Inventory discounts are available only to retailers whose accounts are current. Any dealers with past-due accounts may be removed from the program until good credit history is established.
7. Accounts must be active on Pubtrack or Above the Treeline to participate in “Preferred Customer Promotional Offers”.

DEALER INFORMATION

Tyndale Account # _____ Contact _____
 Bookstore(s) _____
 Street _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email Address _____

Please sign me up for Tyndale’s Topline E-Newsletter

Calculated Core Inventory:

Total # of Tyndale SKU’s in Inventory _____
 Total # of Core Inventory Titles _____

Check level that applies: _____ Level 1 (48%) _____ Level 2 (46%)

Acceptance to Terms and Conditions

I accept the Tyndale Core Inventory program and commit myself to the requirements outlined in this form.

 (Signature) (Date)

_____ I have verified the store information and confirm that their inventory status qualifies them to be on the Core Inventory program

_____ I have confirmed that this store reports their inventory data to either **Pubtrack** or **Above the Treeline** and is qualified to participate in the Preferred Dealer Promotional Program (Please circle which program)

 (Tyndale Representative) (Date)