

II. The Details (how it works):

A. Sign-up Levels: The program offers two levels of sign-up. One level addresses the needs of retailers that have large plastics departments and the other is geared toward those retailers that have less emphasis on plastic model business.

1. Assortment A: Includes a weighted assortment of new release model titles

2. Assortment B: Includes a smaller yet still weighted assortment of the same models in Asst. A.

- *Either assortment will fully stock the end-cap display rack*
- *Retailers may sign up for multiple shipments of each level or a combination shipment (i.e. one A assortment plus one B assortment, two A assortments, etc.)*

B. Sign-up: Retailers can sign up for the RPP program by visiting the Revell Retailer website at www.revellretailer.com and fill out the form to register for the site.

Web Site: Retailers can access the RPP web site by visiting <http://www.revell.com> and clicking on the Retailer link near the RPP logo. The RPP website is password protected and will service the retailer as well as authorized distributors. An easy "fill in the blanks" information area will ask for the store information, level of participation, and through which distributor the retailer wants the drop ship billing to be done.

Credit Approval Requirements: In order for Revell to be able to ship each month, the dealer must be in good credit standing with their designated distributor. Each month, each distributor advises Revell of any account that cannot be shipped.

C. Timing: Retailers will know the titles of the new product releases 90 days in advance of delivery.

1. An automated notice will be sent directly from Revell to those retailers signed up for the program, 90 days in advance, that will contain a list of the new releases with pricing information that will be included in a specific month's assortment.

- *In the event that an assortment item is not available, information will be furnished regarding substitutions*

D. Distributor of Choice: As mentioned before, this program is a drop ship program where the new release product assortments will be shipped directly from Revell to retailers that are signed up for the program. The retailer must select an authorized Revell distributor at the time of the program sign-up. Pricing will be determined by the distributor selected by the retailer signing up for the program.

Canadian accounts will not be able to participate in this program at this time. RPP is available only to the contiguous U.S. (this excludes Alaska & Hawaii)

1. Product Pricing: Revell will provide an approximate retail value of each assortment. Your distributor of choice will provide pricing.

- *Each individual new release SKU within the assortment will be listed separately and approximate retail prices will be identified for retailer convenience.*

2. Billing Terms and Freight Charges: To be determined by distributor of choice.

III. Program Benefits for Revell Preferred Partners

A. Increased Plastics Sales: There are many reasons why being a Revell Preferred Partners will improve any retailer's sales.

1. End-Cap Display Rack: Having an organized, highly visible way to present new release plastics, through having a "permanent home" for new Revell releases, will have a positive effect on new release business as well as overall plastics sales. The eye-catching end-cap display rack will draw the customer's attention to new releases. The new releases will be more noticeable because of the display. In addition, by having the end-cap display rack as a store fixture, it will improve the overall perception that customers have of any retailer participating in the program and will send the message that the store is serious about the plastics they sell. In the end, plastics sales can improve dramatically.

2. First to Receive New Releases: Retailers participating in the RPP program will be first to receive new release Revell-Monogram Plastic Model kits. Retailers that are a part of this program can use this to gain business from current customers as well as cultivate new ones. Retailers not participating in the RPP program can receive new product releases, but only after those retailers participating in the program.

3. Consumer Pre-Booking Program: The end-cap type display rack will come with an attachable brochure holder filled with literature containing information on models that will be coming out in the next 3 months. This literature will change monthly and be delivered with each month's drop shipment of new releases. It will provide an easy way for a consumer to check off those models that he/she would like to pre-order and take it to the register to get them ordered. This process will enable the retailer to have an organized way to obtain new release product orders and will improve the retailer's flow of new product sales.

4. Additional Store Exposure:

- **Web Site:** Retailers participating in the Revell Preferred Partners program will also be eligible to be listed on Revell's consumer website <http://www.revell.com> as a Revell Preferred Partner. Any consumer visiting Revell's web site will be able to locate a retailer in his/her area that is a Revell Preferred Partner.
- **National Advertising:** Revell will be consistently running national advertisements via the most popular consumer media that highlight the retailers, and via the Revell consumer web site, <http://www.revell.com>. This will provide new release product information to consumers, and let them know where to go to get them.

Automatic Shipping: insures retailers signed up for the RPP program of being the first to get new releases without having to take the extra steps to remember to order them, or determine what to order each month. Retailers will be automatically shipped each month straight from Revell right to the their door. The ease and convenience will help to streamline any retailer's operation.