

Encompass Marketing Guidelines

6/13/2003

Encompass Communications provides a complete marketing solution for its line of Encompass Prepaid Services (EPS) products that has a proven track record of success. This solution includes window signs, posters, floor or counter displays, display toppers, display category signs, ceiling danglers, products and hanging information pieces (“chits”). Encompass desires these sales aids to grow in number and improve in quality – we solicit your input and ideas for improvement.

Distributors and Retailers of Encompass Prepaid Services should follow these guidelines and use the provided materials without modification. Methods and items that are functionally equivalent may be allowed with prior written approval from Encompass Communications. These guidelines are minimum requirements and additional promotion is encouraged with the understanding that any use of Encompass’ name, logos, marks or branding must be with prior written approval from Encompass Communications. New products and marketing materials may be provided from time to time and should be immediately installed and displayed. All marketing and product materials provided by Encompass Communications remain the property of Encompass Communications.

At each location selling Encompass Prepaid Services:

- The EPS display should be installed with all appropriate products, display signage, including display topper, and display category signs properly on the display. The display should be kept clean with all products hung in an orderly fashion in a location visible to the cash register(s) and accessible to customers.
- The EPS window sign should be placed prominently in a window where visible from the gasoline pumps or from the street as appropriate.
- The EPS ceiling dangler should be hung in close proximity to, and preferably over the product display.
- All informational and advertising posters should be prominently displayed in windows or in close proximity to the product display to provide information to consumers and encourage sales.
- Every effort should be made to replace outdated or old, torn, or worn materials. Please notify Encompass in a timely manner for new materials as needed.