

## Web Store Price Comparison Sample

Item	Your Web Store	Big Box #1	Big Box #2
File Folders Manila, 100ct	\$5.69	\$5.99	\$5.99
Packing Tape 2x55yd, CLR	\$5.49	\$5.69	\$5.79
Fax Toner BRTPC201	\$26.49	\$27.99	\$29.99
Binder, 1"	\$1.19	\$1.29	\$1.19
Binder Clips Medium	\$0.99	\$1.09	\$0.99
Post-it Notes 3X3, YW	\$9.49	\$9.79	\$9.59
Envelopes, 9x12 Clasp, 100ct	\$5.99	\$6.79	\$6.79
Ink Cartridge HEW51645A	\$29.69	\$29.99	\$31.99
Daily Calendar 3 ½ X 6	\$1.79	\$1.90	\$2.19
One Touch Stapler	\$14.79	\$14.98	\$15.99

<b>Total Shopping Cart:</b>	<b>\$101.60</b>	<b>\$105.50</b>	<b>\$110.50</b>
-----------------------------	-----------------	-----------------	-----------------

<b>Total Shopping Cart Difference:</b>	<b>Best Price</b>	<b>3.7% Higher</b>	<b>8% Higher</b>
--	-------------------	--------------------	------------------

As you can see our prices are not only competitive, but they beat the "Big Box" competition online prices.

Our new state-of-the-art technology platform is designed to automatically monitor the "big box" stores prices and adjust our pricing to always be **1% below** theirs over the Web. I'm not saying that we will always have the best price on every item, **100%** of the time. What I am stating is that your customers total shopping cart price should be at least **1% below** the "big box" prices online.

**Note:** If you ever notice that an item price is out of line, contact us immediately and we will adjust the price accordingly. Our goal is to always provide competitive pricing that beats the "big box" retailer's online.