

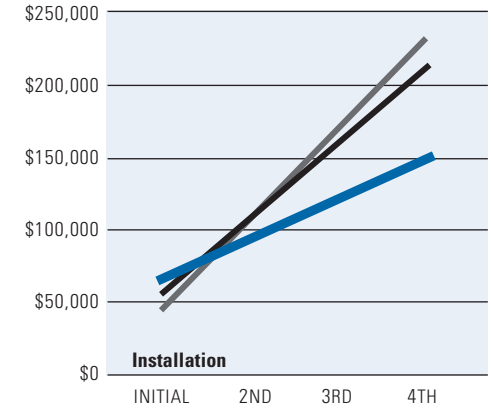
**TOTAL ANNUAL COST (on a 250 in-store graphic program with four change outs)**

	ADHESIVE VINYL	FOAM BOARD	VM GRAPHIC SYSTEM
Initial Installation	\$45,450	\$53,750	\$60,298
2nd Installation	\$61,450	\$53,750	\$31,250
3rd Installation	\$61,450	\$53,750	\$31,250
4th Installation	\$61,450	\$53,750	\$31,250
<b>Total After 4 Installations</b>	<b>\$229,800</b>	<b>\$215,000</b>	<b>\$154,048</b>

**CUSTOMER ANNUAL SAVINGS**

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

**Cost Comparison**



Installation	ADHESIVE VINYL				PREMIUM RIGID FOAM BOARD					
	INITIAL		SUBSEQUENT		INITIAL		SUBSEQUENT			
	4' X 4'	\$/SF	4' X 4'	\$/SF	4' X 4'	\$/SF	4' X 4'	\$/SF		
<b>Printing Cost</b>	Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50	Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50
	Foam Core MSRP	\$8.00	\$0.50	\$8.00	\$0.50	Foam Core MSRP	\$8.00	\$0.50	\$8.00	\$0.50
	PSA Vinyl Print	\$96.00	\$6.00	\$96.00	\$6.00	Foam Board	\$96.00	\$6.00	\$96.00	\$6.00
<b>Packaging Cost</b>	Box	\$0.00	\$0.00	\$0.00	\$0.00	Pallet/Crate Packaging	\$14.00	\$0.88	\$14.00	\$0.88
	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	Pallet/Crate 63.22 lbs	\$105.00	\$6.56	\$105.00	\$6.56
<b>Installation Cost</b>	Total Sq. Ft.	16	N/A	32	N/A	Total Sq. Ft.	16	N/A	0	N/A
	Cost/Sq. Ft.	\$4.00	\$4.00	\$4.00	\$4.00	Cost/Sq. Ft.	\$0.00	N/A	\$0.00	N/A
	4'x4' Graphic (remove and install)	\$64.00	N/A	\$128.00	N/A	4'x4' Graphic	\$0.00	N/A	\$0.00	N/A
<b>Initial Installation Cost Per Store</b>		<b>\$181.80</b>	<b>\$11.36</b>	<b>\$245.80</b>	<b>\$15.36</b>		<b>\$215.00</b>	<b>\$13.44</b>	<b>\$215.00</b>	<b>\$13.44</b>
<b>250 Store Initial Installation Cost</b>		<b>\$45,450</b>	<b>\$11.36</b>	<b>\$61,450</b>	<b>\$15.36</b>		<b>\$53,750</b>	<b>\$13.44</b>	<b>\$53,750</b>	<b>\$13.44</b>

Installation	VISUAL MAGNETICS GRAPHIC SYSTEM				
	INITIAL		SUBSEQUENT		
	4' X 4'	\$/SF	4' X 4'	\$/SF	
Print Cost Only	\$88.00	\$5.50	\$88.00	\$5.50	
VM-SYNpaper C MSRP	\$15.20	\$0.95	\$15.20	\$0.95	
VM-InvisiLock MSRP	\$20.00	\$1.25	\$0.00	\$0.00	
VM-InvisiLock / VM-SYNpaper C	\$123.20	\$7.70	\$103.20	\$6.45	
Box	\$1.00	\$0.06	\$0.00	\$0.06	
Tube	\$2.00	\$0.13	\$2.00	\$0.13	
Tube, VM-SYNpaper C 2.25 lbs	\$19.80	\$1.24	\$19.80	\$1.24	
Box, VM-InvisiLock 7.46 lbs	\$31.19	\$1.95	\$0.00	\$0.00	
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>		<b>\$241.19</b>	<b>\$15.07</b>	<b>\$125.60</b>	<b>\$7.81</b>
<b>250 Store Initial Installation Cost</b>		<b>\$60,298</b>	<b>\$15.07</b>	<b>\$31,250</b>	<b>\$7.81</b>