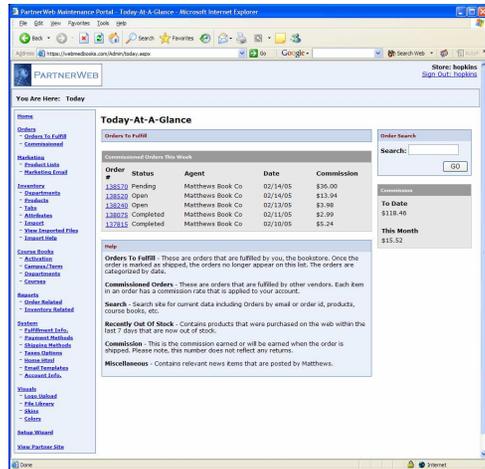


## MANAGEMENT FEATURES

The administration website allows you to customize your site, retrieve reports, and view and/or process orders. These features include: site setup; Image and logo uploads; view/process orders; reports; marketing features; course book management; inventory upload; and password management.



## Key Features

- **Setup Wizard** – a step by step form driven wizard which will allow you to setup your site with minimal effort. The wizard allows you to choose your skin, color scheme, upload your logo, choose which default departments you want available to customers, choose which credit cards you will accept, and setup taxes and handling charges for self-fulfill orders.
- **Processing orders** – the administration site aids you in processing orders and contacting the customer if necessary. If Matthews fulfills the order, you can view

the status of the order at any time, and how much commission you have earned.

- **Course book setup** – enter course adoption information directly into the site or import a file containing all course adoption information. Detailed help and file layouts are available on the administration site.
- **Bookstore Inventory setup** – create your own departments and populate them with your in-store inventory.
- **Reports** – retrieve reports on Open Orders, Backorders, Commission Sales, Top Selling Products and more.
- **Custom content** – you can create your own content on the website. The home page, each department, and each product list you create, allows you to customize the content.

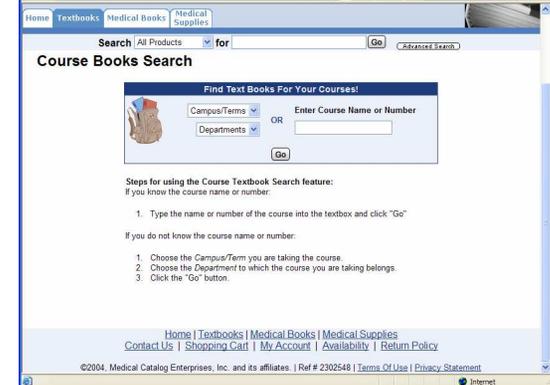
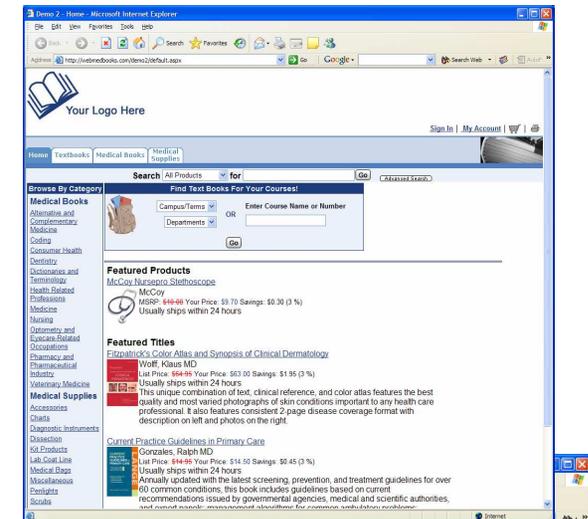


**Matthews Book Company**

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Maryland Heights, MO 63043  
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## MATTHEWS BOOK COMPANY ONLINE BOOKSTORE PARTNER PROGRAM

*Put Your Bookstore  
on the Web*



# MATTHEWS ONLINE BOOKSTORE PROGRAM

The Matthews Online Bookstore Partner Program will provide you with a sophisticated online bookstore featuring the most up-to-date and extensive database of health science related titles in the industry with over 70,000 relevant titles from more than 400 stocked publishers.

Your new online bookstore will offer your customers a premier online shopping experience with:

1. “Quick” & “Advanced” database searching capabilities.
2. Numerous full color book covers and abstracts to support product selection.
3. Easy to use shopping cart with secure credit card processing.
4. Optional Purchase Order feature for departmental purchases.
5. Course book search & listing by department, course and section. Customizable Marketing areas for featuring products or promotions.
6. Ability to sell your in-store inventory: supporting both books and general merchandise while still utilizing Matthews’

extensive database. Easy functionality to import your product images.

7. Webmaster search services for hard-to-find titles. Matthews will research and respond to your customer when the customer completes the online request form.

8. Extend your inventory with a complete database of medical supplies to sell on your site.

## WEBSITE FEATURES

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Your website will take on the look and feel that reflects the style and image of your business through:

- **Customization** of your business name, logo, contact information, link back to your main site, and advertisement space.
- **Discount** any specific item, an entire department, or the whole site. You are in total control of discounts across your site.
- **Marketing Opportunities** are supported through site-generated mailing lists, marketing campaign areas where you can feature bargain books, forthcoming & featured titles, in-store specials, customized advertisements and more.
- **Products specific to your business** – setup your in-store book inventory and general merchandise items.

## FULFILLMENT OPTIONS

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There are several fulfillment options available for your online bookstore site:

1. **Matthews fulfills** for your site and pays you a commission on all products sold.
2. **You fulfill** all orders placed on the site. You will be responsible for processing the credit card and all communications with the customer. The bookstore administration site will support you in this process.
3. **Split Orders.** The website gives you the ability to setup your in-store inventory. Customer orders can contain items from your inventory and items from the Matthews/McCoy inventory on the website. The website will split the order, allowing you to fulfill the products from your inventory and Matthews will fulfill the remaining items in the order. The administration website will support you in this process.

## COMMISSION STRUCTURE

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The commission structure for Matthews fulfilled products is as follows:

- 15% on Matthews stocked publishers
- 8% on Elsevier products
- 15% on McCoy products

All commissions are reduced by the amount of discount offered for each item.

**Site maintenance, enhancements and new features are supported by a low annual fee of \$250.00.**