



BRAND SOURCE

- Over 4,000 retail outlets in the USA
- Major Appliances, Consumer Electronics, Furniture & Outdoor Products in Retail & Rent to Own



BRAND SOURCE

- Average Retailer size: \$3 Million in Retail Sales
- Larger Retailers - \$50 to \$100 Million
- 14 Regions + 4 Divisions





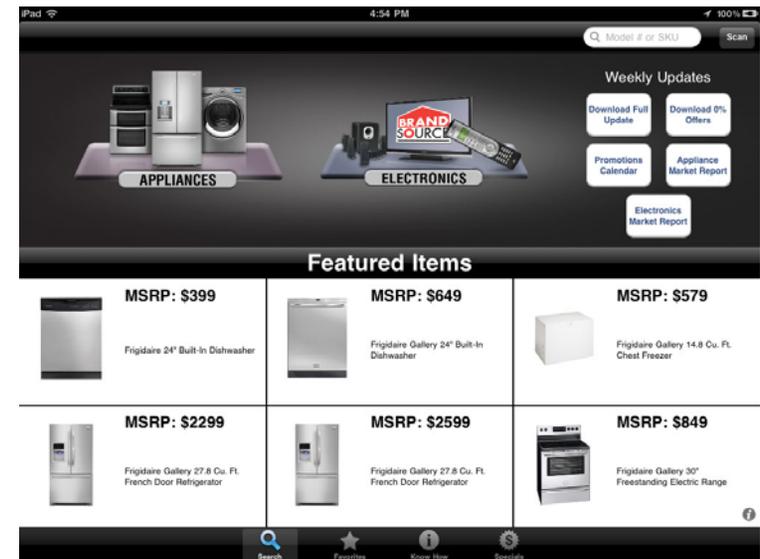
Promotions

- National Promotions – 90% are focused on ENERGY STAR products
- Consumer Rebates on ENERGY STAR Appliances \$499 and up
- No Interest Credit Offers on ENERGY STAR products \$499 and up



Initiatives

- BRANDSOURCE App
 - Instant and accurate information to consumers on product specs, including ENERGY STAR details and local utility rebate offers
- Cloud-based point of sale system
 - January 2013
 - Automatically load any local or regional ENERGY STAR or utility consumer rebate offers





Communications

- Weekly Newsletters to ALL members
- Online Information Center
- Quarterly Webinars
- 2 National Educational / Buying Events
- Region Meetings / Educational Events