

USE OUR STRATEGIC PARTNERSHIP & EVENT MARKETING PROGRAMS TO GET SOCIAL & LOCAL!

As a partner of SHOP.COM powered by Market America, you can participate in select strategic partnership programs and live marketing events throughout the year.

Market America is a product brokerage and Internet marketing company that hosts local, regional, national and international conferences that reach over 100,000 attendees.

Our events are the perfect vehicles to expand your brand awareness to Independent Shop Consultants who actively sell your products and promote your brand on a local basis through word-of-mouth advertising and promotion.

Our event marketing programs are available to partners of SHOP.COM and includes these upcoming live events:

2012 International Convention
August 2012, Greensboro, NC

U.S. College Blitz Tour
Fall 2012/Spring 2013

2013 World Conference
February 2013, Miami, FL

2012 Tradeshow
August 2012, Greensboro, NC

2012 Regional Conferences
Dallas, TX; Long Beach, CA; Ontario, Canada

2013 Hong Kong & Taiwan Conventions
April 2013, Hong Kong & Taipei, Taiwan

At Market America, we've created a means of broadening your competitive edge by improving your company's image, prestige and credibility. Our global approach allows you to target and build a connection with our audience and enhance your brand's awareness.

Customized programs — Through collaboration, Market America helps tailor creative ideas that will exceed your objectives and investment. Look to us for crucial insights that complement your sponsorship and marketing objectives and create a clear path forward for your organization.

Our programs can be customized to meet the needs of your brand. Below are a few options to consider:

- Logo placement on all promotional collateral (event programs, welcome packets, handouts, etc.).
- On-site activation area (space TBD) for sampling, demo, coupons and/or data collection.
- Prominent digital and physical branding signage throughout the arena.
- Included in our Social Media Lounge — customized Internet dashboard with the ability to reach more than 4 million fans socially (Facebook, Twitter, Email, Blogs, etc.).
- Scheduled PA announcements throughout the day.
- On-stage product integration.

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SHOP.COM™
powered by marketamerica®

CHANGING
THE WAY
PEOPLE
SHOP

WHY SELL ON THE NEW SHOP.COM?

If you are an online retailer with an established website and/or have online marketplace selling history you are a perfect fit for the new SHOP.COM OneCart™ marketplace.

WHAT'S IN IT FOR YOU?

SHOP.COM powered by Market America means unparalleled brand exposure and product sales. You'll have access to over 3 million LOYAL customers and 180,000 Independent Shop Consultants while connecting your brand to the power of a revolutionary shopping experience — the ONLY one in the industry that **rewards its customers with Cashback** on qualified purchases with no annual cap. We've combined SHOP.COM's technology with the people power of Market America to become a LEADING global marketplace.



In addition, you will:

- Gain access to a new market of loyal customers and people powered distribution network.
- Grow your sales online, as well as through our mobile app, social media and direct marketing.
- Have access to an **Account Manager** dedicated to helping you grow your business.
- Manage your storefront with our updated Marketplace Business Center tools.
- Partner with a newly redesigned marketplace backed by a very experienced team.
- Display your brand on your storefront and throughout the purchasing process.
- Gain access to merchandising opportunities including display advertising, email marketing and social media exposure.

SHOP.COM powered by Market America

- #61 on Internet Retailer's 2011 Top 500 Guide.
- Over 180,000 Independent Shop Consultants & over 3 million customers.*
- \$500 million in annualized retail sales.*
- Millions of monthly unique visitors.*
- Dozens of new features like the SHOP.COM mobile app, ShopBox™ social commerce app, Home Shopping List, Autoshop program & more.

Our Leading Categories

- Clothing, Shoes & Accessories
- Home & Housewares
- Electronics
- Travel
- Consumables (Grocery, Drug, CPG)

* This figure represents Market America Worldwide, Inc. and its subsidiary companies, including Market America, Inc.

EXPAND YOUR GLOBAL REACH!

Market America has a global reach that includes the U.S., Canada, Taiwan, Hong Kong, the United Kingdom, Australia, and coming in 2012/2013 — Mexico & China!

SHOP.COM powered by Market America PAYS customers to SHOP!

It's what sets us apart from other marketplaces and you can be a part of it. Customers can earn up to 50 percent Cashback on select purchases, plus ½ percent on every qualifying purchase made by someone they refer. We give our customers an incentive to shop from Cashback stores, and give our Independent Shop Consultants an incentive to tell others about the site — as they receive credit for all the sales made through their Web Portal. Featured Cashback stores receive preferred placement and high visibility. A win for everyone!

Reach your customers through every channel — Social, Local, Mobile and more!

Besides an unparalleled shopping experience, we offer value-added marketing placement to attract the most engaged and loyal customers.

- SHOP Mobile — Your products and deals will also be published in our mobile app for iPhone and Android.
- SHOPBuddy™ — Use our deal finding tool to make sure your offer is available everywhere on the web our customers are shopping!
- eGifts — Use our patented solution to create ready to send eGifts for customers to choose for any occasion or holiday.
- HOT DEALS page — Promote your latest deals to drive more orders and traffic!
- ShopBox™ — Use our Facebook shopping tool to advertise and promote your products to networks and communities.
- Shopping Blog Networks — Reach more customers through our award-winning blogs — MyFashionCents, Loren's world, TheShoppingVine.com and more!
- Social Media Platforms — Get promoted across popular social networks, including Twitter, facebook, Pinterest, Tumblr and more.
- ma® Network — See your products, deals and brand promoted through Market America's own social network that reaches over 180,000 Shop Consultants.
- Live Events — We promote Partner Stores at our World Conference and International Convention each year to over 75,000 attendees!

To sign up, please fill out our merchant inquiry form at <http://www.SHOP.COM/about-learnmore-a.xhtml> or send an email to sales@shop.com.



Mobile site tablet browsing

Top of the line mobile app, SHOPmobile

Easy-to-navigate home page