

In an effort to encourage and support our retailer partners who generate book sales to local corporations and associations, the Perseus Books Group, PGW and CBSD have created a **Business to Business Retail Program**, outlined below. To participate, please contact your Sales Representative for more details.

B2B Retail Program Discount Schedule

All discounts off the invoiced list price.

| <u>Units per Title</u> | <u>Discount</u> |
|------------------------|-----------------|
| 25-99 Units | 50% |
| 100-249 Units | 52% |
| 250+ Units | 55% |

Promo Code: **B2B**

How the **B2B Retail Program** Operates

1. The retailer must submit a purchase order to your Sales Representative, and only to their Sales Representative. (Please do NOT fax or call into Customer Service with your orders, nor can we accept EDI orders under this program).
2. Include the Promo Code **B2B** with each order.
3. Each order must contain a single title with a unit purchase at least equal to or greater than 25 units per title to qualify for the base discount.
4. By using the Promo Code (listed above), the account will receive the applicable discount.
5. Each order must be purchased for a single corporate/institutional customer, to be used only as a premium, gift, or for internal training use.
6. These orders cannot be resold, or used for course adoptions.
7. All orders will be shipped either to the retailer's corporate customer or to the retailer's store location. Be sure to state your preference on your purchase order.
8. We routinely send a packing slip to the Ship To along with the carton, and the invoice to the Bill To address of the enrolled retailer. Declare if you want this handled differently.

Terms of our **B2B Retail Program**

1. This program is available only to open, active retailers in good credit standing.
2. Applies to regular Trade titles published or distributed by PBG, PGW and CBSD receiving regular Trade discounts, excluding those titles with short or higher discounts. Some Perseus Distribution client titles apply as well, see list below.
3. Orders are **Non Returnable Only**.
4. Standard payment terms of Net 30 Days apply.
5. All formats and publishers listed on this document ship free freight on outgoing orders, with the carrier and standard routing controlled by Perseus. Those customers who request orders ship via any other delivery method, including collect, will pay the full freight charges.
6. Orders accrue toward an account's total net billing and coop earnings for next year's pool, but are ineligible for coop usage.
7. The retailer is responsible for payment on all orders regardless to whom the order was shipped and whether the end consumer has defaulted on payment to the retailer.
8. Perseus reserves the right to audit the account's adherence to the program.
9. All other standard practices found in the Retail Non Returnable terms of sale apply.

Participating Publishers

Basic Books, Basic Civitas, Da Capo Press, Perseus Books, PublicAffairs, Westview Press, Running Press, Running Press Mini Editions, Running Press Kids, Avalon Travel, Seal Press, Nation Books, Vanguard Press, Weinstein Books, Beast Books. All PGW client publishers. All CBSD client publishers. Select PD clients follow these terms (others have their own set of terms). For more information and an updated list of the client publishers, please visit www.pgw.com, www.cbsd.com and www.perseusdistribution.com.

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