

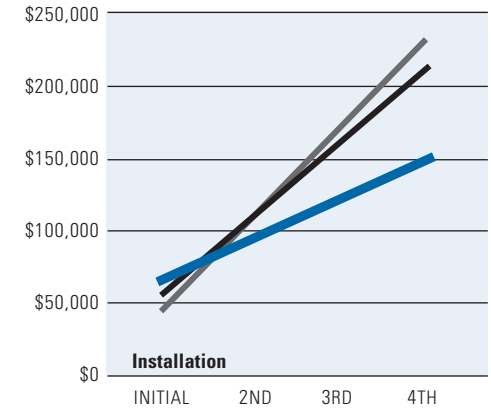
TOTAL ANNUAL COST (on a 250 in-store graphic program with four change outs)

	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
Total After 4 Installations	\$229,800	\$215,000	\$154,048

CUSTOMER ANNUAL SAVINGS

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

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		
Printing Cost	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
Packaging Cost	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					
Shipping Cost	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
Installation Cost	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
Initial Installation Cost Per Store	\$181.80	\$11.36	\$245.80	\$15.36	\$215.00	\$13.44	\$215.00	\$13.44		
250 Store Initial Installation Cost	\$45,450	\$11.36	\$61,450	\$15.36	\$53,750	\$13.44	\$53,750	\$13.44		

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 MSRP	\$15.20	\$0.95	\$15.20	\$0.95
VM-InvisiLock MSRP	\$20.00	\$1.25	\$0.00	\$0.00
VM-InvisiLock / VM-SYNpaper	\$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 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
Initial Installation Cost Per Store	\$241.19	\$15.07	\$125.60	\$7.81
250 Store Initial Installation Cost	\$60,298	\$15.07	\$31,250	\$7.81