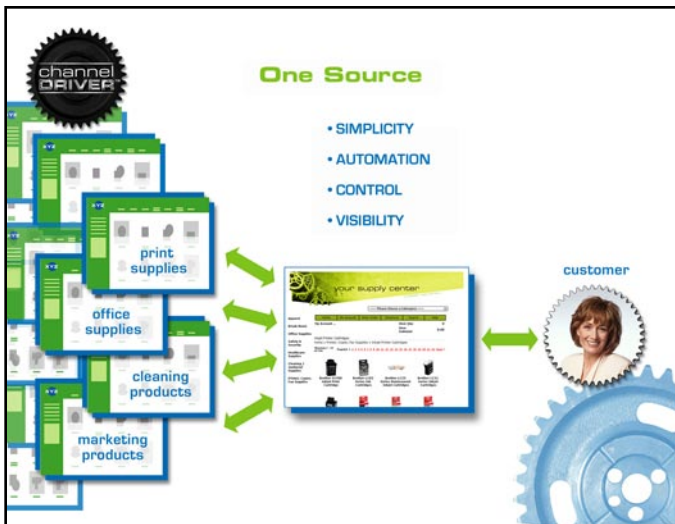




Introducing **Channel DRIVER**, the multifunctional on-line tool.



Today's marketplace is more crowded, competitive and chaotic than ever. You may find that your customers—whom you thought were loyal to you—are going to your competition to buy their supplies. One reason may be price; but, more likely, they just find it easier to order from someone they're already buying other products from.



Ideally, they would like to have *one source* for everything they need. They also want a simpler ordering process, more automation, more control and greater visibility over their system. How can you become that one source and gain an advantage over your competition?



By letting **Channel DRIVER™** create individualized e-commerce catalogs for you, that speak to your customers one-on-one and offer all the supplies they need in one place. **Channel DRIVER** is the multifunctional on-line tool that helps build loyal customers.



When we become your technology partner, we will use **Channel DRIVER** to create individualized, e-commerce catalogs, called *supply centers*, which reflect each of your key customers' needs for products, pricing, workflow and reporting. These supply centers are simple and easy to use, and will showcase your products in a way that is most meaningful for each customer.



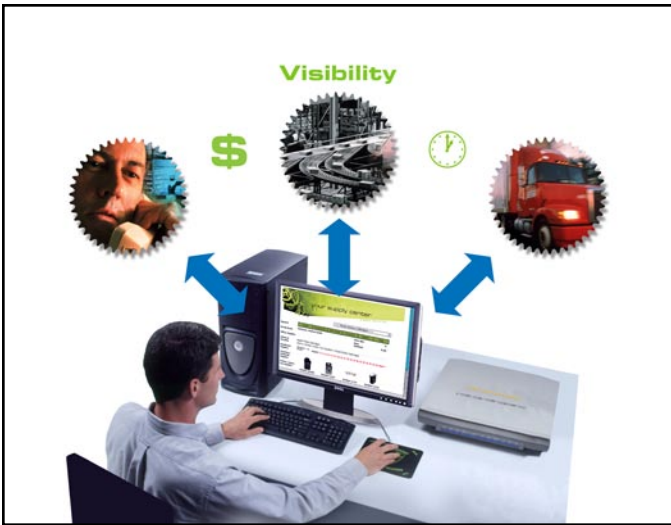
Other features help integrate your sales and marketing programs into *one automated system*, so you can penetrate your market even further, and connect with your customers even more personally and directly. Best of all, **Channel DRIVER** requires *little to no effort on your part*. You'll have more time to focus on selling because we provide the tool and the experienced team to do the job.



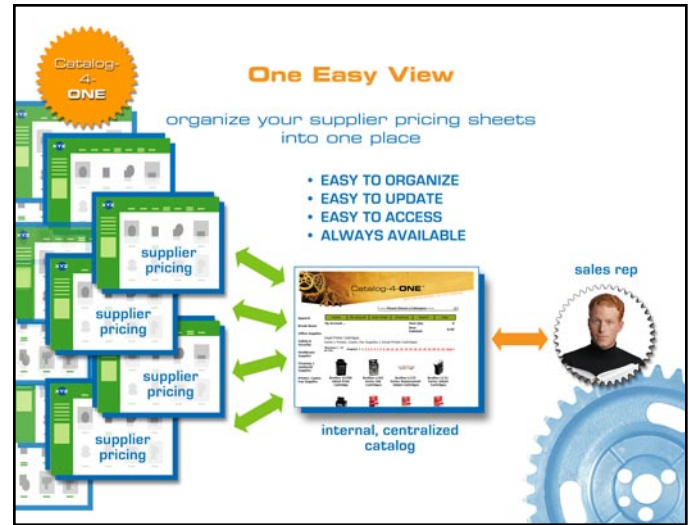
For your customers, **Channel DRIVER** will *simplify the product procurement process* by organizing all their suppliers and their products into *one customized web site*. This will give your customers centralized ordering, as well as user, product, supplier and data management. They'll have *one source* for everything they need, and it will be right at their fingertips.



Channel DRIVER will also *automate your customers' processes and interconnect their data systems*, streamlining the flow of information from one system to the next.



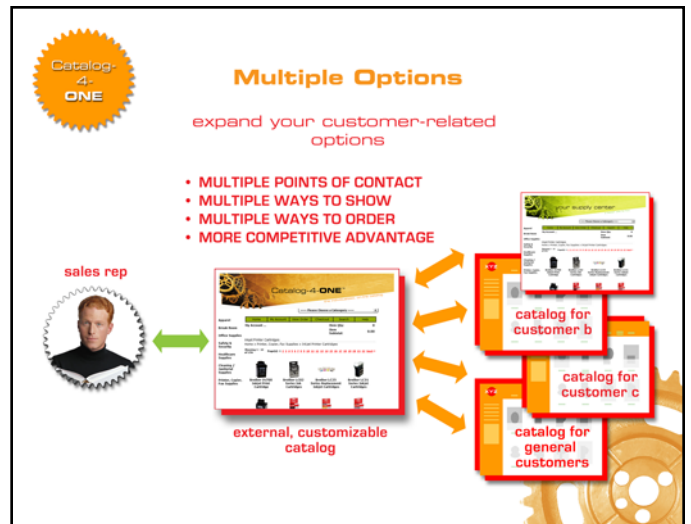
It will let them set authorization, viewing and pricing filters that control what users see and access, as well as their spending levels and budgets. And, it will let your customers see their entire supply chain in a single view, giving them access to reports that track, measure and improve the way they spend money, as well as how their resources move through the system.



For you, **Channel DRIVER** will mean having all your supplier pricing sheets in one place, making them easy to organize, easy to update, easy to access and always available. This will form your internal, centralized catalog.



As we help you get organized, you will provide contact people who can help us gather the supplier data needed to build your master catalog. There, we will organize all your suppliers' products and pricing sheets according to your best routine, so it runs the way you want it to.

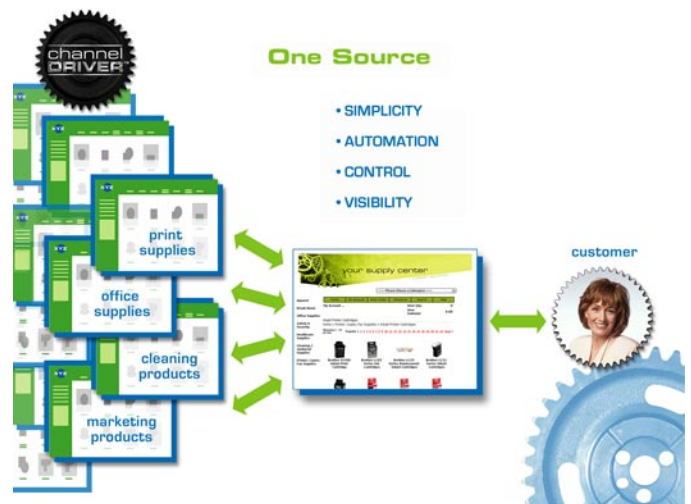
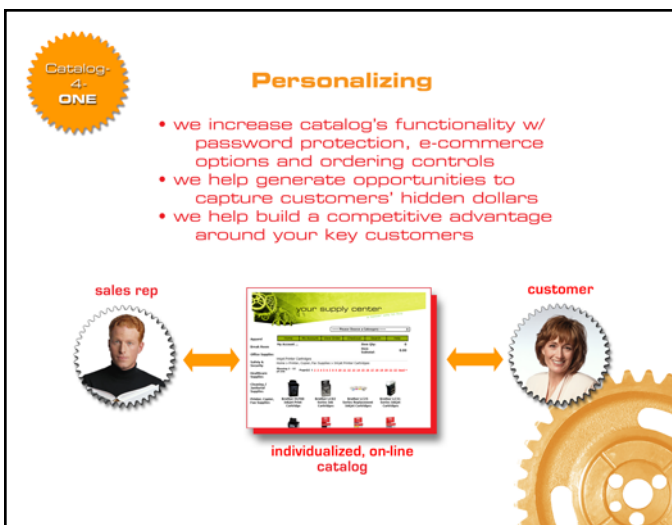


Channel DRIVER will *expand your options* and *increase your exposure* by multiplying the points of contact with your customers. Multiple online catalogs that are individually customizable will give you multiple ways to show your products, and your customers multiple ways to order. This, in turn, will mean a more competitive advantage in the marketplace.



This *customizing process* begins by attaching the master catalog we've created to your current web site, so it fits with your present branding. Next, we duplicate the master catalog for your various outlets. Then, we transform it to make it brand-, product- and price-specific for each outlet. And finally, we train your staff on how to get the most out of their new catalog, as well as help you promote it.

You can now begin *building a base of loyal customers*, as they realize how much you've simplified their ordering process, improved their system and reduced their costs. In addition, they will value you for providing them with meaningful, individualized features.



In an effort to personalize your customers' shopping experience, we will increase your catalog's functionality with password protection, e-commerce options and ordering controls. We'll help capture your customers' hidden dollars with meaningful programming, such as frequency rewards, incentive points, e-mail campaigns and coupons. And, we'll help build a competitive advantage around your *key* customers with enhanced features, like up-to-the-minute reports.

Through **Channel DRIVER** and its many features, you will become your customers' *one source* for ordering, which will greatly expand your sales opportunities and give you a *competitive advantage* in today's marketplace.

coreXpand

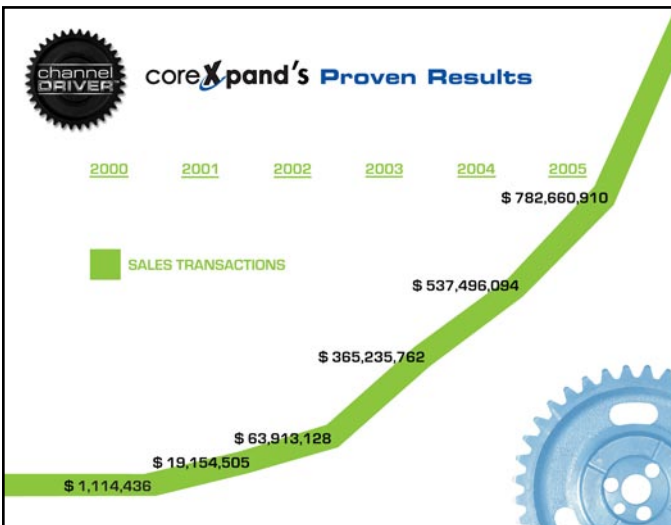
With over 13 years of experience in the distribution industry, CoreXpand provides on-line business solutions that consolidate and streamline supply channels, while driving sales and increasing brand loyalty.

channel DRIVER

Running Over 2,000 Programs
for these and other fine companies

Channel DRIVER is offered by CoreXpand, the industry leader in on-line catalog marketing. Founded in 1999 in Atlanta, GA, with over 13 years of previous experience in the distribution industry, we understand what it's like in today's marketplace, and the needs that must be met to ultimately serve the customer.

Our desire is not to sell our customers technology, but to be their technology partner, in order to help them expand their core business capabilities and achieve the results they need. Currently our **Channel DRIVER** tool is running over 2,000 on-line programs for small businesses as well as global corporations—many of them Fortune 500's.



channel DRIVER™

1-800-226-0834
bizdev@coreexpand.com

We have a solid record of success that validates the business community's acceptance and use of **Channel DRIVER**—as our yearly growth figures indicate. Last year, CoreXpand processed almost \$800 million in on-line sales transactions. We did this by providing our customers with an on-line tool that increased their sales, contained their costs and efficiently managed their channel programs. We can do the same for you.

To get started with **Channel DRIVER**, contact CoreXpand's sales department at **1-800-226-0834** or **bizdev@coreexpand.com**. Call today for a free webinar by one of our experienced business analysts. **Channel DRIVER** is the multifunctional on-line tool that will give you the competitive edge you need in today's marketplace.