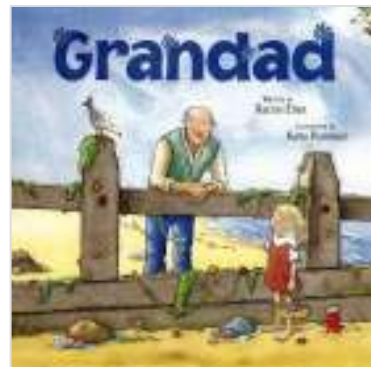
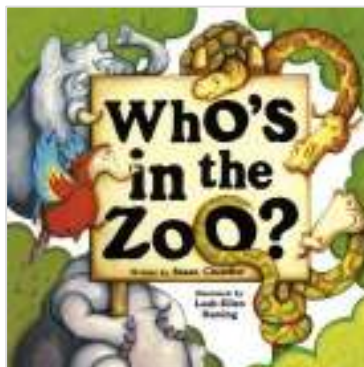
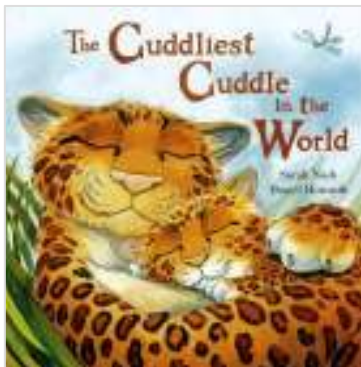


JANUARY 2010 PROMOTION

Picture Storybook Dumpbin Offer



For the months of January and February,
purchase an assortment of 50 premium children's picture paperbacks and
receive a free merchandising display for in-store use.

Titles may vary from those shown.
Maximum of 4 units of any one title included in assortment.

Bin will be delivered freight-free, including
50 pre-priced units.

Product sell is \$3.95.

(All titles usually sell at \$3.95 or above).

Promotion cost is \$197.50 retail.

Limited offer available to customers who
purchase assortments of 50 only.

Offer only valid for stock delivery in
January and February 2010.
Offer applies until merchandising units run out.
Pre-order now to avoid disappointment.