



RETAILER REWARDS PROGRAM

Join Legacy's Retailer Rewards Program
for great cost-saving benefits!

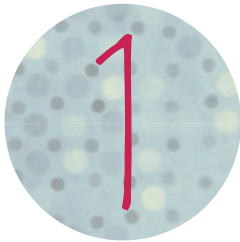


RETAILER REWARDS PROGRAM OVERVIEW

The Smart Way to Sell

You can go through our 1,500+ card designs and select the cards for your display, or you can join one of our Retailer Rewards Programs (with 3 Tiers, there's flexibility for all store sizes), let us do the work for you, and get great cost-savings benefits to boot! Many retailers have seen sales double by joining!

Here are the details for each Tier:



Order 70+ pockets of Legacy Everyday Greeting Cards...

BENEFITS:

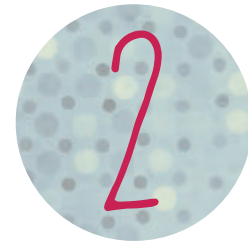
- FREE Freight on your everyday cards
- Your choice:
 - FREE 117-Pocket INLINE Display (p4) –OR–
 - OFFSET on our DUO (see p5), QUAD (p4) or 80-Pocket (p5) Displays
- Step-by-step set-up instructions & easy, no-hassle re-orders

COMMITMENT:

- Buy \$600 or more in cards annually for at least two years
- Trust Legacy to manage your card sales with our automated planogram management system that includes periodic refresh of your display pockets (*another benefit, actually!*)

Turn to page 9 to see our RRP Agreement.

Order 234+ pockets of Legacy Everyday Greeting Cards...



BENEFITS:

- FREE Freight on your everyday cards
- Your choice (with initial card purchase):
 - FREE INLINE Displays (p4) –OR–
 - OFFSET on our DUO (p5), QUAD (p4) or 80-Pocket (p5) Displays –OR–
 - Buy-back of competitors' cards (up to \$3.50 per pocket)
- 5% off Boxed Christmas Cards
- Net 60 on 1st Order (*with approved credit*)
- Step-by-step set-up instructions & easy, no-hassle re-orders

COMMITMENT:

- Buy \$2,000 or more in cards annually for at least two years
- Trust Legacy to manage your card sales with our automated planogram management system that includes periodic refresh of your display pockets (*another benefit, actually!*)

Turn to page 9 to see our RRP Agreement.



Order 468+ pockets of Legacy Everyday Greeting Cards...

BENEFITS:

- FREE Freight on your everyday cards
- Your choice (with initial card purchase):
 - FREE INLINE Displays (p4) –OR–
 - OFFSET on our DUO (p5) or QUAD (p4) or 80-Pocket (p5) Displays –OR–
 - Buy-back of competitors' cards (up to \$4.00 per pocket)
- 5% off Everyday Cards
- 10% off Boxed Christmas Cards
- Net 60 on 1st Order (*with approved credit*)
- Step-by-step set-up instructions & easy no-hassle re-orders

COMMITMENT:

- Buy \$4,000 or more in cards annually for at least two years
- Trust Legacy to manage your card sales with our automated planogram management system that includes periodic refresh of your display pockets (*another benefit, actually!*)

Turn to page 9 to see our RRP Agreement.

OPTIONAL BENEFIT FOR ALL TIERS:

Legacy's Seasonal Greeting Card Program

Maximize your revenue potential and join Legacy's Seasonal Greeting Card Program, too! Here's what you'll get:

- Automatic shipments that arrive 6 weeks prior to each holiday: Easter, Mother's Day, Father's Day/Graduation, Summer Fun, Halloween/Thanksgiving, Christmas & Valentine's Day/St. Patrick's Day
- You'll receive 24 different seasonal card designs with each shipment, in packs of 4 per design (*Summer Fun is packaged 6 per design*)
- FULLY OFFSET 24-Pocket Spinner (SWIRE \$75) to display your seasonal cards
- FREE coordinating header sign with each shipment
- Right to return up to 50% of any unsold Seasonal Cards for credit towards your future card orders.

*(See page 14 for Seasonal Card Shipment Schedule;
See page 10 for Seasonal Greeting Card Program Agreement)*



140 Pocket Legacy Greeting Card Spinner Rack

QUADDR *only* \$475

size: 70" x 26" x 26"

Our 140 Pocket Spinner Rack will hold a wonderful selection of cards in a small amount of space. The QUADDR has a wooden base and 4 spinning towers, each showcasing 35 card designs. Also includes free Legacy signage.

YOU CAN SAVE!

The rack holds 140 Card Pockets
You get 26 FREE Card Pockets

\$1,260 approx.*
- \$234

You only pay for 114 Card Pockets
and the Card Rack

\$1,026 approx.*
+ \$475

Average

\$1,501 APPROX.*

*Above pricing is the minimum approximate cost and based on \$2.99 retail cards only. Actual cost will depend on card types in planogram.

117 Pocket Legacy In-Line Greeting Card Display

INLINE *only* \$225

size: 70 3/4 x 49 1/2" x 17 3/4"

Our 117 Pocket In-Line Greeting Card Display is perfect for stores looking to showcase greeting cards as a centerpiece of your store planning. Each display is approximately 4 feet wide and is free-standing. Each display comes with full-color sign graphics for the header and base of the display.

YOU CAN SAVE!

The rack holds 117 Card Pockets

\$1,053 approx.*

You purchase the 117 Card Pockets
and the Card Display is FREE!

\$1,053 approx.*
+ \$0

Average

\$1,053 APPROX.*

*Above pricing is the minimum approximate cost and based on \$2.99 retail cards only. Actual cost will depend on card types in planogram.





70 Pocket Legacy Greeting Card Spinner Rack

DUODR *only* \$295

size: 70" x 26" x 14"

The DUODR has a wooden base and 2 spinning towers showcasing 35 card designs each. Also includes free Legacy signage.

YOU CAN SAVE!

The rack holds 70 Card Pockets	\$630 approx.*
You get 16 FREE Card Pockets	-\$144
<hr/>	
You only pay for 54 Card Pockets and the Card Rack	\$486 approx.*
	+\$295

Average

\$781 APPROX.*

*Above pricing is the minimum approximate cost and based on \$2.99 retail cards only. Actual cost will depend on card types in planogram.

80 Pocket Acrylic Legacy Greeting Card Spinner Rack

80POCKSPIN *only* \$325

size: 71 3/4" x 22" x 22"

The 80 Pocket Acrylic Spinner Rack holds 80 Legacy greeting card designs. Featuring clear, acrylic shelving and a sturdy, plastic frame, this display is light-weight, compact and easy to assemble. Includes attractive header sign.

YOU CAN SAVE!

The rack holds 80 Card Pockets	\$720 approx.*
You get 18 FREE Card Pockets	-\$162
<hr/>	
You only pay for 62 Card Pockets and the Card Rack	\$558 approx.*
	+\$325

Average

\$883 APPROX.*

*Above pricing is the minimum approximate cost and based on \$2.99 retail cards only. Actual cost will depend on card types in planogram.





24 Pocket Legacy Greeting Card Spinner Rack

SWIRE only \$75

size: 70" x 26" x 14"

The 24 Pocket Spinner Rack holds 24 Greeting Card designs and comes with a Legacy Header Sign. It's an essential part of our Seasonal Card Program.

YOU CAN SAVE!

The rack holds 24 Card Pockets
You get 6 FREE Card Pockets

\$144 approx.*
-\$36

You only pay for 18 Card Pockets
and the Card Rack

\$108 approx.*
+\$75

Average

\$183 APPROX.*

***Above pricing is approximate.**

Card costs based on seasonal card packs of 4 per design.



Legacy GREETING CARDS

Join our **RETAILER REWARDS PROGRAM**, and order as few as 70 pockets of greeting cards to get great cost-saving benefits including:



- FREE FREIGHT on all Everyday Cards
- Return rights on Seasonal Cards
- Easy planogram set-up
- Bestselling card designs
- Hassle-free re-ordering & "rapid-refill"
- Free merchandising signage
- Cards that help feed hungry families



featuring...

**BUY A CARD
FEED A CHILD**

It's not Just a Card. It's a Meal.™



Please turn this completed form in with your Retailer Rewards Program Agreement.

PLANOGRAM ORDER FORM

BILL TO: <input type="checkbox"/> Check here if new address	SHIP TO: <input type="checkbox"/> Same as Billing
Acct Name: _____	Acct Name _____
Account #: _____	Account #: _____
Street Address:* _____	Street Address:* _____
City/State/Zip: _____	City/State/Zip: _____
Phone/Fax: _____	Phone/Fax: _____

Customer Email Address: _____ Contact: _____

ORDER INFO: Current Account New Account - **Must submit a credit reference sheet or provide a credit card.**

Date: _____ UPC Info required? Yes No

Rep Name/#: _____ Previous Vendor: _____

P.O. #: _____ Buying Group: _____

Arrival Date: _____

STORE TYPE: Card & Gift Pharmacy Hospital Grocery Florist Other _____

New Set Up (no existing cards) Expansion Reset with Existing Stock

Reset – All New Product (must be approved) Reset – Ticket Order Only (no product)

Previous Footage: _____
(attach a design inventory if customer not currently on planogram, please use Reset Inventory Form)

Location: City Suburbs College Over 55

Category Merchandising Layouts:

4' Inline 8' Inline 8' Island 12' Inline 16' Inline

16' Island 140 Pocket Spinner 80 Pocket Spinner 70 Pocket Spinner Other Spinner (____ pockets)

Custom Layout - See Instructions and Store Drawing

SPECIAL INSTRUCTIONS: Please include any other information needed to provide optimal plan for this location.

Appropriate signage will be included. Please attach orders for seasonal cards and everyday related merchandise associated with this planogram.
* Must have street address for UPS.

Authorized Signature _____ Title _____ Date _____



Legacy Publishing Group
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(800) 322-3866 • www.shoplegacy.com

RETAILER REWARDS PROGRAM AGREEMENT

<input type="checkbox"/> NEW <input type="checkbox"/> EXPANSION <input type="checkbox"/> RESET <input type="checkbox"/> RENEWAL Customer Name: _____ Account #: _____ Street Address: _____ City/State/Zip: _____ Phone: _____	Email Address: _____ Rep Name: _____ Rep Number: _____ Tax ID# / Fed Resale ID#: _____ Fax: _____
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All Planogram Accounts are enrolled to receive Automatic Pocket Refresh Program Benefits

ACCOUNT QUALIFICATIONS

Customer qualifies for one of the three program levels by meeting the following EVERYDAY COUNTER CARD minimums:

SELECT ONE:	Tier 1	Tier 2	Tier 3
Minimum Everyday Requirements:	\$600 wholesale annual volume net	\$2,000 wholesale annual volume net	\$4,000 wholesale annual volume net
Minimum EDCC Pockets:	70 pockets EDCC	234 Pockets EDCC	468 Pockets EDCC
Join Optional Seasonal Card Program? (see separate agreement) <input type="checkbox"/> Yes <input type="checkbox"/> No	6 seasons min. 24 designs per season	6 seasons min. 24 designs per season	6 seasons min. 24 designs per season
Transition Agreement: <input type="checkbox"/> Yes <input type="checkbox"/> No	I agree to transitioning card pocket inventory over time. At the point that 50-60% of pockets contain Legacy cards, buy-out or fixturing terms will be applied based on net remaining pockets to be managed.		

PROGRAM BENEFITS

Fixture Benefits (applies to standard fixtures only)	FREE INLINE (new product only) Free Wire Spinner (if joining seasonal program)	FREE INLINE (new product only) Free Wire Spinner (if joining seasonal program)	FREE INLINE (new product only) Free Wire Spinner (if joining seasonal program)
Buyback (in lieu of fixtures)	No	\$3.50/Pocket	\$4.00/Pocket
Discount Opening Order	No	No	5% Off Everyday Invoice
On-Going Discount	No	No	5% Off Everyday Invoice
Christmas Boxed Discount	No	5% Discount	10% Discount
Returns: Up to 10% of wholesale net annual EDCC volume	Yes	Yes	Yes

DATING TERMS (pending credit approval)

Everyday Card Opening Order	30 NET Opening Order	60 NET Opening Order	60 NET Opening Order
Expansion Orders - 4ft+	n/a	60 NET Opening Order	60 NET Opening Order
Everyday Card Reorders	30 Net	30 Net	30 Net

SEASONAL PROGRAMS

Seasonal Program:	Optional	Optional	Optional
Guarantee	50% Guarantee	50% Guarantee	50% Guarantee

FREIGHT TERMS

Everyday Cards - Free Freight	Yes	Yes	Yes
Seasonal Cards - Free Freight	No	No	Yes
Fixtures - Free Freight	No	No	No

- I understand that I qualify for the above level benefits offered.
- I further understand that acceptance of this agreement is subject to review and approval of my credit history by Legacy Publishing Group.
- In exchange, I agree to maintain the following pockets/footage of Legacy Everyday Counter Cards and Seasonal Cards for a minimum of 2 years:
EDCC: _____ Seasonal: _____
- Return credits will be applied against my next invoice. Seasonal return credits are not eligible to be applied to current season's invoice.
- I agree to display cards in a prominent location in my store, with good lighting.
- I agree to allow regular service and reorder pattern to maintain appropriate stock levels, and to assign staff in my store to service my displays.
- **Review of Net Wholesale Sales volume is done on an annual basis. Adjustments to terms, if necessary, will apply.**
- I agree to pay all invoices on or before their due date to qualify for discounts or credits.
- If I choose to terminate this agreement or fail to maintain the agreed display space and/or product, or other stated terms, then I agree to pay Legacy Publishing Group, within 30 days, all open invoices plus the value of the benefits received (cost of fixtures, buybacks and/or discounts) pro-rated during the length of the contract. The value of benefits received under this agreement is \$_____
- The agreement period is: Starting Set Up Date: _____ Expires: _____
- By signing below, I agree that this agreement replaces all previous agreements with Legacy Publishing Group (or its subsidiaries) and as such, all previous agreements are null and void.

Customer Signature & Information	Legacy Authorized Signature
Authorized Name (print): _____	Authorized Name (print): _____
Authorized Signature: _____	Authorized Signature: _____
Title: _____	Title (VP or higher): _____
Date: _____	Date: _____



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BASICS OF THE RETAIL REWARD PROGRAM

WHAT IS THE RETAIL REWARD PROGRAM (RRP)?

It is a mutually beneficial partnership between you and Legacy.

WHY IS A TWO YEAR CONTRACT NECESSARY?

We understand that your success is our success. We both win when the cards sell. Our goal is to help manage your space with proven best sellers that turn, creating more rings at the register and in turn, more profits. Compare Legacy's Agreement to most agreements in the industry that require three year commitments for the same or fewer benefits.

WHY LEGACY CARDS?

1 **Buy A Card. Feed A Child.™**

Legacy is the ONLY U.S. Greeting Card company that donates a percent of its Greeting Card sales (on all greeting cards with an SRP of \$2.99 or higher) to end childhood hunger both in the U.S. and globally. When you purchase Legacy cards, both you and your customer are making a difference. Follow Legacy on Facebook and Twitter and see how many meals are provided monthly to worthy organizations that help fight hunger.

2 **Planograms**

A display tool that helps maximize pocket turns by ensuring you have bestselling designs in each pocket. We provide the ideal caption balance with a full breadth of captions and titles, from Anniversary to Wedding, designed for your specific class of trade. Legacy will manage the details, making sure the right card is always in the right pocket.

3 **Unique Designs**

Legacy offers over 1,500 high quality, beautiful designs with matching envelopes.

4 **Three Brand Offerings**

- Traditional at \$2.99 SRP and up
Full-color greeting cards lovingly designed inside and out.
- Scripture at \$2.99 SRP and up
Full-color greeting cards with inspirational artwork and a Scripture verse.
- Value at 0.99¢ SRP
Beautifully designed outside with a one-color verse on the inside.

5 **MADE IN THE USA**

All of Legacy's Greeting Cards are made by American workers right here in our plant in Clinton, Massachusetts, not far from Boston. Factoring in all of the American artists, paper suppliers, display manufacturers, and other U.S. partners with whom Legacy works, you can be confident in buying from a company that is doing its part to keep America great.

HOW DOES IT HELP ME?

Depending on the amount of pockets/space you dedicate to Legacy product, Legacy will offer a variety of valuable benefits.

DO YOU HAVE WHAT YOU NEED?




To ensure your order is processed quickly be sure to include the following with your order:

- Credit Application
- Signed RRP Agreement
- Planogram Order Form with Store Fixture Layout
- Seasonal Order Form

BUY A CARD | FEED A CHILD

GREETING CARD LINE

All Legacy greeting cards (with the exception of our \$.99 Value Card line) help feed hungry children and families in the U.S. and around the world. For every card you purchase, Legacy donates a portion of our profits to organizations involved in hunger relief and emergency food assistance. All at no extra cost to you!

Details: *Most of the cards in this line are printed on 50% post-consumer/industrial recycled paper that has been manufactured using environmentally-friendly bio-fuels.   



Greeting Card (GCD/SCD)

\$2.99 ea. retail
\$9.00 per 6 pack wholesale

All full color cards are lovingly designed inside and out and come with a matching envelope! A truly beautiful card at an amazing price!

size: 4 7/8" x 6 3/4"



New!

Embossed Card (GEC/SEC)

\$3.49 ea. retail
\$10.47 per 6 pack wholesale

Full color greeting cards with a beautiful embossed finish on the front. Each card includes a coordinating envelope.

size: 4 7/8" x 7 7/8"



Recipe Greeting Card (RGC/SRC)

\$2.99 ea. retail
\$9.00 per 6 pack wholesale

Our Recipe Greeting Card has a surprise hidden inside – a recipe card that can be punched out! Some cards feature favorite Legacy recipes and some leave the recipe card blank, so that you can share your own special recipes.

card size: 4 7/8" x 6 3/4"

recipe card size: 4" x 6"



Bookmark Greeting Card (BGC/SBC)

\$2.99 ea. retail
\$9.00 per 6 pack wholesale

It's a card, it's a bookmark - wait, it's both! A great little gift that retails for just \$2.99. When you open up a Bookmark Greeting Card, you will find a special bookmark inside. Simply tear off the bookmark at the perforation to use. A matching envelope completes this unique greeting card.

card size: 4 7/8" x 6 3/4"

bookmark size: 1 3/4" x 6 3/4"




Prayer Greeting Card (SPC)

\$2.99 ea. retail
\$9.00 per 6 pack wholesale

Our Prayer Greeting Card has inspirational artwork, Scripture and a removable prayer card. Simply tear off the prayer card at the perforation and tuck it right into your Bible or wallet. It's two gifts in one!

card size: 4 7/8" x 6 3/4"

prayer card size: 2 7/16" x 3 3/8"

 You can find the full scripture verse in all cards marked with this symbol by visiting shoplegacy.com



New!

Tall Card (GTC/STC)

\$2.99 ea. retail
\$9.00 per 6 pack wholesale

Our Tall Cards are full color inside and out just like our regular greeting cards, but are over an inch taller for a unique profile.

size: 4 3/16" x 7 7/8"



Regular Die-Cut Card (GDI/SDI)
Peek-a-Boo Window

\$3.29 ea. retail
 \$9.87 per 6 pack wholesale

These die-cut cards stand out from the crowd with a square, cut-out window on the front of each card that highlights artwork on the inside. Fully designed, inside and out, with a matching envelope.

size: 4 7/8" x 6 3/4"



Regular Die-Cut Card (GDI/SDI)
Wavy Side-Cut

\$3.29 ea. retail
 \$9.87 per 6 pack wholesale

These cards sure cut a nifty profile – they feature a "torn," deckled edge on one side of the card. Fully designed, inside and out, with a matching, full-color envelope.

size: 4 7/8" x 6 3/4"



Large Die-Cut Card (GLD/SLD)
Peek-a-Boo Window

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

These die-cut cards stand out from the crowd with a square cut-out window on the front of each card that highlights artwork on the inside. Fully designed, inside and out, with a color envelope.

size: 5 3/8" x 7 7/8"



Large Die-Cut Card (GLD/SLD)
Wavy Side-Cut

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

These cards sure cut a nifty profile – they feature a "torn," deckled edge on one side of the card. Fully designed, inside and out, with a color envelope.

size: 5 3/8" x 7 7/8"



Large Die-Cut Card (GLD/SLD)
Wavy 3-Sided

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

Featuring a scalloped, wavy edge on 3 sides, these cards are sure to catch customers' attention. Fully designed, inside and out, with a color envelope.

size: 5 3/8" x 7 7/8"



Large Die-Cut Card (GLD/SLD)
Top Arch

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

These cards have an attractive arch cut out of the top of the card front so that the inside design shows through. Fully designed, inside and out, with a color envelope.

size: 5 3/8" x 7 7/8"



Large Die-Cut Card (GLD/SLD)
Short Cut

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

These cards are short-cut on the front of the card so part of the inside design peeks through. Fully designed, inside and out, with a color envelope.

size: 5 3/8" x 7 7/8"

New!



Watercolor Card (GWC/SWC)

\$3.49 ea. retail
 \$10.47 per 6 pack wholesale

Full color cards printed on premium quality watercolor paper, with a color envelope and deckled edge.

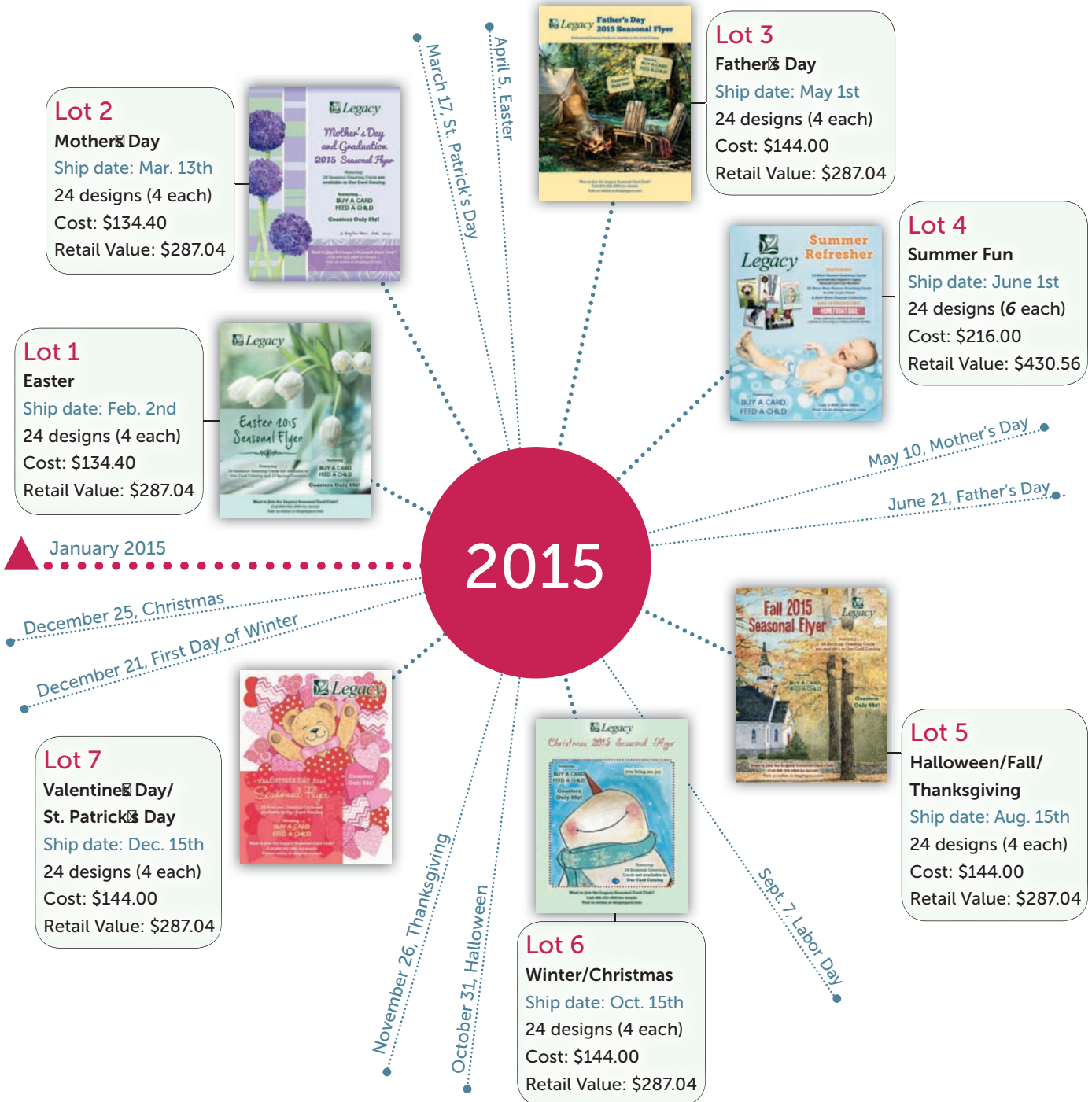
size: 4 7/8" x 7 7/8"

2015 SEASONAL CARD PROGRAM

JOIN LEGACY'S RETAILER REWARDS PROGRAM, agree to accept automatic shipments of seasonal greeting cards seven times per year (see agreement on p. 10) and get:

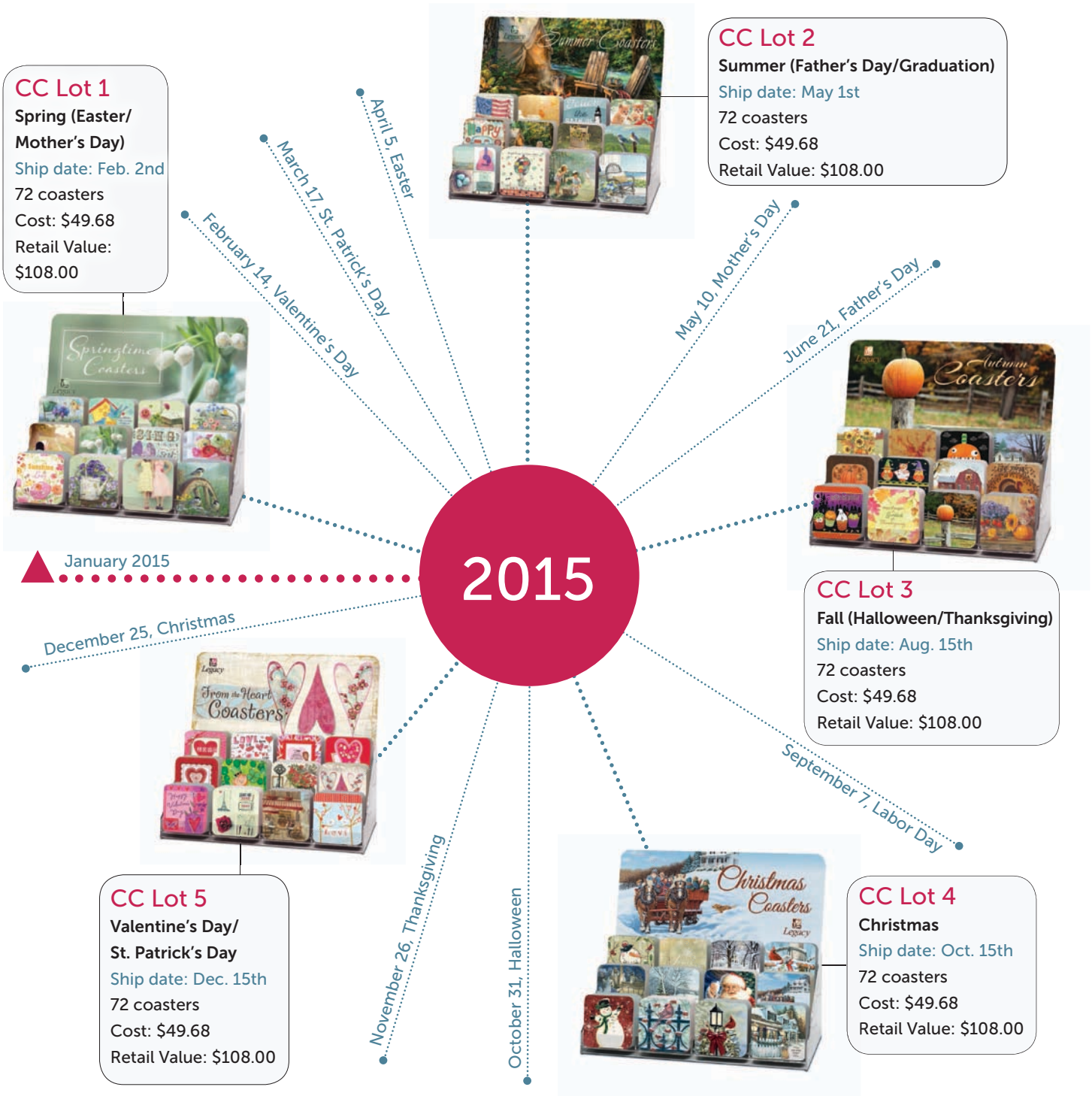
- Automatic shipments of Seasonal Greeting Cards for major holidays – never forget to order seasonal cards again! Also includes a Summer Fun release so your rack remains full between Father's Day and Halloween to maximize revenue!
- Great selection of designs with 24 different cards per shipment.
- 50% return privileges on all Seasonal Greeting Cards.
- All Seasonal Greeting Cards support Legacy's BUY A CARD | FEED A CHILD™ card program.
- Each shipment includes visually compelling signage to draw customers to your Seasonal Greeting Card display.

Your seven 2015 Seasonal Greeting Card shipments are as follows:



2015 SEASONAL COASTER PROGRAM

JOIN THE LEGACY COASTER CLUB and never miss a seasonal coaster shipment. We automatically ship our Club Members their seasonal coasters approximately 4-6 weeks before the relevant holiday (see schedule below). And to help keep your costs low, Coaster Club Members get their coasters in sets of 6 (instead of the regular 12 per design). Each shipment includes a coordinating header sign to help draw customers to the display and to make it easy for them to find your seasonal items. Add a Coaster Display (\$40) (ACDR) or request a FREE corrugated coaster display (CDR) to properly merchandise your coasters. Call Legacy today to find out how you can become a Legacy Coaster Club Member!



CC Lot 1

**Spring (Easter/
Mother's Day)**

Ship date: Feb. 2nd
72 coasters
Cost: \$49.68
Retail Value:
\$108.00



▲ January 2015

December 25, Christmas

CC Lot 5

**Valentine's Day/
St. Patrick's Day**

Ship date: Dec. 15th
72 coasters
Cost: \$49.68
Retail Value: \$108.00



November 26, Thanksgiving

October 31, Halloween

CC Lot 2

Summer (Father's Day/Graduation)

Ship date: May 1st
72 coasters
Cost: \$49.68
Retail Value: \$108.00



May 10, Mother's Day

June 21, Father's Day

CC Lot 3

Fall (Halloween/Thanksgiving)

Ship date: Aug. 15th
72 coasters
Cost: \$49.68
Retail Value: \$108.00



September 7, Labor Day

CC Lot 4

Christmas

Ship date: Oct. 15th
72 coasters
Cost: \$49.68
Retail Value: \$108.00





BUY A CARD™

FEED A CHILD

2014 SUMMARY

MEALS SERVED

January: 95,301

February: 66,479

March: 16,657

April: 15,373

May: 87,430

June: 6,053

July: 14,926

August: 16,324

September: 36,933

October: 81,822

November: 14,862

December: 14,741

In 2014 your purchases allowed Legacy to donate the equivalent of over

468,000 MEALS

from our greeting card profits.

ORGANIZATIONS WE DONATED TO



Kylee's Kare Kits For Kidz, Inc



VISIT SHOPLEGACY.COM to learn more about these organizations, as well as our Buy A Card, Feed A Child Program.