

Increase sales and customer loyalty for retailers

Toast Network provides free registration tools, effortless advertising/communication services and customized store web sites to retailers participating in the program.

Building and protecting customer loyalty has never been more important. The Toast Network platform can be implemented by retailers of any size and requires no additional hardware or software purchases. In fact, many retailers maintain the entire program with no computer interaction. Registration forms are simply mailed to Toast Network and we handle the data entry. Once customers are entered, they are included in national drawings and begin to receive customized email communication from the retailer. Retailers are offered the base service for free by agreeing to generate a minimum number of customer registrations. Toast Network programs are supported by supplier content sponsors and enhanced retailer services.

Toast! FREE Automated services included

- Ability to offer your customers a \$10,000 cash sweepstakes incentive
- Monthly delivery of *Toast! Magazine* e-newsletter customized with store logo and links to online features
- Ability to add store news, specials and events
- Annual Birthday e-Greeting
- Multi-page professional store web site or registration tools to enhance your current site

Toast! PRO Additional upgrade features

- Access to nationally distributed customer leads
- Send customized e-mail messages at any time
- Access additional special event e-Greetings or create your own custom greetings
- Ask your customers questions about their preferences/buying habits in your own market research section
- Receive a custom domain name for your web site (www.yourstore.com)
- Add unlimited pages, features and choose a customized template/theme

> Retailer Benefits

- Establish a powerful customer database
- Learn more about your customer needs and preferences
- Reduce direct mail costs
- Free advertising for your store news, specials and events
- Staying in touch on a regular basis builds stronger customer loyalty
- Reach new customers through distributed Toast Network leads

