



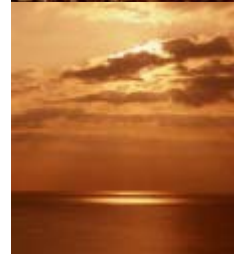
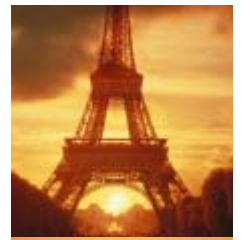
WORLD INCENTIVES

Merchandise Capabilities Overview

PREFERRED AWARDS

WORLD INCENTIVES' MERCHANDISE AWARDS

- ▶ Experienced Account Management
- ▶ Award Services
- ▶ Distribution Center
- ▶ Courteous and Efficient Staff
- ▶ In-House Creative Services and Marketing Departments
- ▶ Information Management Systems



ACCOUNT MANAGEMENT

Account Manager:

- ▶ Principal Client Contact
- ▶ Program Leader for the Planning, Implementation and Operation of Your Program

Program Management Team:

- ▶ Planning Specialists who Support the Account Managers in Applying World Incentives' Knowledge of Performance Improvement Management to Your Specific Situation
- ▶ Responsible for the Coordination all Facets of Your Program within World Incentives

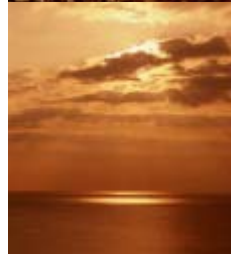
CREATIVE SERVICES

Standard Services:

- ▶ Production Estimates for Communications Elements
- ▶ Production Coordination

Additional Services:

- ▶ Art Direction/Design
- ▶ Graphic Illustrations
- ▶ Copywriting/Proofreading
- ▶ Photography
- ▶ Props and Model Fees
- ▶ Keylines/Mechanical Art
- ▶ High Resolution Images and Transparencies of Catalog Items
- ▶ Color Separations
- ▶ Film and Matchprint Proofs
- ▶ Printing
- ▶ Bindery Services
- ▶ Production Supervision
- ▶ Handling and Mailing Services:
 - Collating Services
 - Assembly and Packaging
 - Labeling and Addressing
 - Custom Forms and Shipping Materials



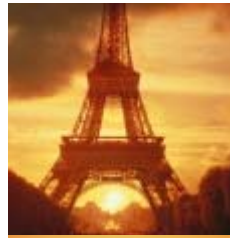
CLIENT SERVICES

Standard Services:

- ▶ Experienced representatives handle all program participant inquiries 8:00 A.M. to 7:00 P.M. Central Time, Monday - Friday
- ▶ On-line access to program rules, history, individual order information and participant status, i.e. points tracking, redemptions, etc.
- ▶ Supported by a toll-free line
- ▶ On-line with UPS, RPS and Fed-X for live tracking inquiries and tracking status, usually providing immediate response to questions.
- ▶ Same-day response to truck-line tracing inquiries
- ▶ Daily and weekly composite invoicing

Additional Services:

- ▶ Dedicated 800-line service for program participants
- ▶ Generation of custom logo'd correspondence and mailings



MERCHANDISING SERVICES

Standard Services:

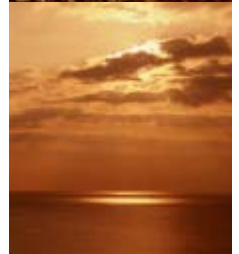
- ▶ Awards selection and Vendor Coordination:
Merchandise awards are a foundation upon which World Incentives' performance improvements are based
- ▶ Guaranteed Pricing
World Incentives catalog prices are guaranteed (up to 18 months from the issuance of catalog). We feel this is important because we would not want a program participant to select a personal award goal, save their award points over many months, and then find out that the requirement has increased.
- ▶ Guaranteed Satisfaction
If an award winner does not like the merchandise item she/he has selected, she can send it back and make another selection with no hassle, within 30 days of shipment. If damage occurs in transit, World Incentives ships a replacement immediately, along with instructions for returning the damaged items.
- ▶ Quality and Selection
Merchandise selections are the manufacturer's top quality, most popular models, ensuring that the appeal, selection availability and customer service that is important to attract and satisfy program participants.
- ▶ Inventory Control
World Incentives has 92% inventory availability for shipment within 72 hours after an order is processed

Substitution of an Item of Equal or Greater Value:

- ▶ Sometimes items are discontinued or unavailable for unforeseen reasons. When equal value items are not available, we always substitute by shipping the next highest model in the product line, or a better selection from another manufacturer.

The only exceptions to this policy are:

- When there is no equal or superior alternative, i.e. Waterford Crystal
- When a major item like furniture is involved, then a photo is sent to the award winner before anything is shipped



WAREHOUSING AND DISTRIBUTION

Special Requests:

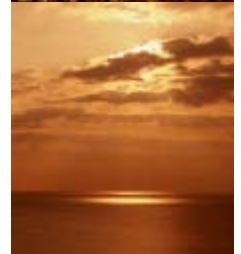
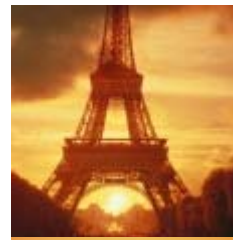
- ▶ Specialized programs often require a custom selection of merchandise items targeted at a specific audience. In these cases, World Incentives' buyers will research non-catalog merchandise.

We utilize the following criteria in creating special merchandise requests:

- Participant Demographics
- Historical Redemption Data
- Brand Recognition
- Product Quality and Reliability
- Technical Innovation
- Style and Appearance

Standard Services:

- ▶ 87% of awards ordered ship from in-stock inventory in our warehouse
- ▶ Prompt shipment of product. Committed to fulfilling 100% of individual orders from in-stock inventory within 72 hours after an order is processed
- ▶ Daily receipt of merchandise, which is posted immediately and made available for redemption and shipment
- ▶ Over 3,000 different products stored in a 75,00 square foot, on-site warehouse
- ▶ Central shipping location in Chicago, IL leads to lower shipping costs and fewer shipping delays
- ▶ Pre-inspection of product to insure quality and accuracy
- ▶ Double overwrap protects delicate merchandise to ensure damage-free delivery
- ▶ Trace shipments and assume all claim responsibilities
- ▶ Shrink-wrap all multiple piece truck shipments to ensure clean and damage-free delivery
- ▶ All deliveries are inside first enclosure
- ▶ For some larger items, such as televisions 32" and larger, which require 2-man, in-home placement, products are shipped via a white-glove service, ensuring that items are carefully placed in the home of the participant by the shipper, in the location the participant desires, and all packaging is removed by the shipper.



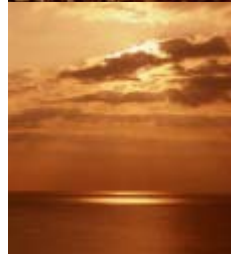
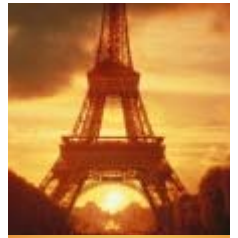
WAREHOUSING AND DISTRIBUTION

Additional Services

- ▶ Special packaging requests
- ▶ Product combinations
- ▶ Prepackaging and labeling
- ▶ Storage and insertion
- ▶ Special Inserts, letters or other materials
- ▶ Timed deliveries, 7 days a week, 24 hours a day
- ▶ VIP home-delivery service, secured with professional home-delivery personnel utilizing liftgate vehicles and a two person team:

Such as:

- Setting up appointments A.M. or P.M.
- Inside delivery to any room in the house
- Uncrating and debris removal



CLIENT ACCOLADES



"I researched a lot of companies that offer Incentive Programs and I found that they were all about the same. Not World Incentives! Cynthia was at my every beacon call and I am appreciative of that. She worked diligently with me from start to finish, customizing the web site as we wanted, and foreseeing any challenges that may come up. World Incentives has received great compliments from our management and numerous associates. I am happy that I entrusted World Incentives with our program. Cindy definitely exceeded my standard for great Customer Service."

Nicole Norris
Training and Development Supervisor
Logistics Services



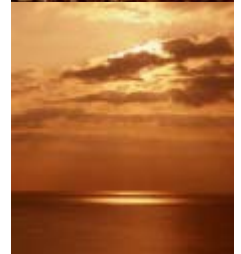
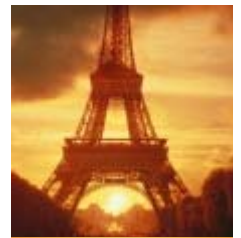
"Nobody, but nobody does travel better than World Incentives."

Lee R. Howard
President
ePN, Exclusive Producers Network



"I have worked with Cynthia on numerous incentive programs. My attendees tend to be very demanding and somewhat difficult. Cynthia received rave reviews from all. She was very dedicated and professional as well as extremely patient and flexible. She made my job so much easier"

Lynn LaPointe
Vice President, Meetings & Travel
Advest



CLIENT ACCOLADES



"Thank you for creating an exceptional award program for our sales team. I know that the logistics for our international group presented some challenges, however, I received many comments commending you on your willingness to assist them with the smallest of details. Your resourcefulness, creative insights and pure determination resulted in Naples being one of our most successful programs ever. We look forward to working with you again next year."

Michael J. Mulligan, President
Berlitz



"I wanted to take this opportunity to inform you of the excellent job done by Cindy Hodges in her handling of our incentive program to Paris. Her efforts resulted in a superior program. Her professionalism and efficiency, helpful attitude and attention to detail are to be commended. Without exception, all of our attendees have given the Paris program rave reviews."

Grant W. Kurtz, President
Advest



"Having been involved in a multitude of meetings over the past years, I feel more than qualified to comment on the qualities of meeting organizers and planners."

Ms. Hodges performed in an outstanding manner, handling a variety of small issues that could well have developed into major problems. To her credit, I was totally unaware of any of these issues until after the meeting, which to me is an indication of Cynthia being constantly present and highly capable of dealing with the unexpected."

Her demeanor and presence with our guests both in the formal program as well as in social settings resulted in many favorable comments being received from those physicians in attendance. I certainly plan to call upon Cynthia in the future to assist Miles Pharmaceuticals in insuring the ultimate success of these programs.

Jim Layman
Manager, Scientific Relations
Bayer A.G. Miles Pharmaceuticals

