



WMA - MANUFACTURER Partnership Understanding

Wholesale Marketing Alliance, Inc.

Original Edition - 1993

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To provide for better business communications and sales volume analysis, we hereby authorize access, by our Executive Director, to our individual purchased dollar figures on a semi-annual basis. Please provide our individual net sales volume as requested.

This authorization is made with the understanding that access to this information shall be limited exclusively to the WMA Executive Director and that it will not be provided to any individual WMA member or other party, either by your company or by our Executive Director.

In other words, individual sales figures for any WMA member are **NEVER** to be shared with anyone other than with the Executive Director of WMA. Please use the WMA Sales Report matrix supplied by our Executive Director to provide this information.

For purposes of strategic planning, the Executive Director of WMA will share the grand total purchased dollar figures with all members of WMA, if at least three or more WMA members are doing business with your company.

Pat Melugin

Pat Melugin (Dallas Pen Co.)

Raymond K. Benza

Ray Benza (Service Wholesale, Inc.)

David C. Harris

Dave Harris (Pens, Etc.)

Mark Barocas

Mark (Jim) Barocas (Variety Sales Co.)

Gregg L. DeVries

Gregg DeVries (Richard's Pen Supply)

Wayne D. Arnett

Wayne D. Arnett
WMA Executive Director