



*Earning You More As They Leave Your Store*



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# Exit Offers™

## Description

### What is Exit Offers™?

It's a retail store based advertising distribution network delivering targeted offers and messages directly to your customers, all in real-time at the point-of-sale. By identifying and analyzing what the consumer is buying at the time of purchase, Exit Offers™ allows you and third party advertisers to deliver the right offer to the right customer. So now instead of relying solely on static, mass-market advertising programs with the slim hopes of reaching your target audience, Exit Offers™ delivers focused, relevant messages to them at the exact moment they buy.

### What do you mean by “targeted offers and messages”?

Exit Offers™ provides many different ways to target customers. Possible offers include coupons and advertisements with or without 2D bar codes, mail-in rebates, informational material, web-site invitations where they can participate in a promotion while you capture their contact information, and more. The extensive targeting options include:

- ◆ geographic by zip code or region
- ◆ product specific by bar code or brand
- ◆ product category
- ◆ payment type
- ◆ lifestyle
- ◆ shopping cart size

The options are endless. Delivering relevant messages to your targeted audience will:

- ◆ Build upon and improve your direct relationships with existing customers
- ◆ Increase volume at each shopping visit & deliver your message directly to the customer
- ◆ Convert your competition's customers to your private label brand
- ◆ Increase product recognition and recall

### What is my investment in time and equipment?

Nothing! Exit Offers™ was designed to be a profit center for retail stores. It is a tiny program running in your system tray. You only need a high speed Internet connection and the use of your thermal or other graphics enabled receipt printer. Exit Offers™ actually PAYS YOU for each third party offer you print, resulting in an on-going profit center for your stores.

## We're launching our own private label products. How can Exit Offers™ benefit us?

Exit Offers™ is very nimble. Once you've decided on the offer and creative you'd like to present to your consumers, your offer will begin distribution throughout the network in less than 90 minutes. We'll provide you with on-going reporting on the success of your promotion. And if at any time you'd like to tweak your campaign, it's only minutes before the changes take effect, making it easy to test your targeted messages.

STORE COUPON	NOT SUBJECT TO DOUBLING REDEEM AT
	<b>Al's Beverage World</b> 123 Main Street Anytown, NY 10001 (212) 987-6543
<b>FREE</b> <b>\$1 INSTANT LOTTO</b> or <b>\$1 MEGA MILLIONS TICKET</b> WITH YOUR NEXT PURCHASE* OVER \$10 * Excluding NYS Lotto Sales	
<b>REDEEM AT:</b> <b>AL'S BEVERAGE WORLD</b>	
2-42-53-07/15/10 10:11 3230136-33204-14	
<small>CONSUMER: Limit one coupon per purchase on product (s) indicated. Purchase is required. Sales tax is applicable. No redemption for cash or credit. Cash value is 1/20¢. Void if altered, transferred, sold, reproduced or exchanged. RETAILER: Manufacturer pays coupon value plus 8¢ handling if redeemed in compliance with terms of offer. To redeem, check manufacturer's coupon redemption policy. Improper use constitutes fraud. Valid only in the USA.</small>	

## Our online social media campaign is not getting the attention we anticipated. Can Exit Offers™ improve our traffic?

Increase the impact of your online and offline campaigns by having each one cross-promote the other. With a new social media campaign, don't just rely on online viral marketing. Use Exit Offers™ to reach your consumers offline as well to increase the number of networking circles spreading your campaign. You'll have direct access to the audience you're targeting to participate in your online campaign. And with embedded 2D bar codes, you can send smart-phone users directly from the store to your online campaign.

# Exit Offers™

## Samples

### 2D Bar Coding for Social Media Campaign



# VOTE NOW!

Pepsi is giving away millions to fund great ideas. Voting for the new ideas is now open. Find your favorite ideas and come back to support them all month.

Visit <http://www.refresheverything.com> or just Scan this 2D Barcode



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### Public Service Advertisements

Please Enjoy Wine and Spirits Responsibly...

Never Drink and Drive



Drinks	Approximate Blood Alcohol Percentage									Effects/Limitations
	Body Weight in Pounds									
	100	120	140	160	180	200	220	240		
0	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit	
1	.04	.03	.03	.02	.02	.02	.02	.02	Impairment Begins	
2	.08	.06	.05	.05	.04	.04	.03	.03	Driving Skills Affected	
3	.11	.09	.08	.07	.06	.06	.05	.05	Possible Criminal Penalties	
4	.15	.12	.11	.09	.08	.08	.07	.06	Legally Intoxicated	
5	.19	.16	.13	.12	.11	.09	.09	.08		
6	.23	.19	.16	.14	.13	.11	.10	.09	Criminal Penalties	
7	.26	.22	.19	.16	.15	.13	.12	.11		
8	.30	.25	.21	.19	.17	.15	.14	.13		
9	.34	.28	.24	.21	.19	.17	.15	.14		
10	.38	.31	.27	.23	.21	.19	.17	.16		

Your body can get rid of one drink per hour.

- One Drink Equals:
- 1.5 oz of 80 proof liquor
  - 12 oz of Beer
  - 5 oz of wine

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### Standard Coupon

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STORE COUPON

NOT SUBJECT TO DOUBLING REDEEM AT



# FREE

SNAPPLE SPRING WATER 16.9oz 24-PACK  
WITH ANY PURCHASE OVER \$20

On Your Next Visit to:  
**DARLA'S DELI**

DARLA'S DELI  
321 East Main Street  
Anywhere, USA 98765

CONSUMER: Limit one coupon per purchase on product (s) indicated. Purchase is required. Sales tax is applicable. No redemption for cash or credit. Cash value is .1/20¢. Void if altered, transferred, sold, reproduced or exchanged. RETAILER: Manufacturer pays coupon value plus 8¢ handling if redeemed in compliance with terms of offer. To redeem, check manufacturer's coupon redemption policy. Improper use constitutes fraud. Valid only in the USA.

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## Anecdotes and Testimonials

### Increase New Product Sales

"When we first installed Lotto, sales were not what we had anticipated. Exit Offers increased my Lotto business about 75% in the first month! There were customers who didn't even realize we had Lotto until I gave them an Exit Offer."

### Increase Sales During Slow Periods

"February is usually the worst month of the year for beer stores in the Northeast. Well, thanks to Exit Offers, even though this February was considerably colder than last year, my business was up over 10%."

### Attract New Customers!

"When it was time to create a new Exit Offer, I wasn't sure I wanted to continue as I wasn't tracking the response rate (my bad). My store manager overheard my conversation with the Ariesoft rep and jumped in saying that we had to continue as Exit Offers was helping us build a new customer base. He said people he'd never seen in the store before were redeeming offers and becoming regular customers!"

### Improve Customer Satisfaction

"I ran an offer giving away a free 6-pack of water with a \$25 purchase. Man did the customers love it!"

### Reduce Advertising Expenses and Build Sales

"I run ads with coupons in 2 different PennySavers. Most of the time, people come in just because of the coupon. They'll go wherever the cheapest price is for a given week. With Exit Offers, I can reward the customers who actually buy from me on a regular basis. They really appreciate it and I build customer loyalty at the same time. Exit Offers has been such a success in my store, that I'm going to drop one of the PennySaver ads next week!"

## About Us



For over 30 years, Ariesoft has brought its software development expertise and professionalism to businesses across many industries. Our unique ability to bridge the gap between engineering and marketing has resulted in the development of many unique, cutting-edge products. Exit Offers™ represents our continued dedication to the retail sector.

For **sales inquiries**, please contact RYwel Media Sales, Inc., 516-804-5638, [sales@exit-offers.com](mailto:sales@exit-offers.com). For all other inquiries, please contact us directly at Ariesoft, Inc, 14 Bond Street, Suite 250, Great Neck, NY 11021, 516-829-7333, [sklein@ariesoft.com](mailto:sklein@ariesoft.com).