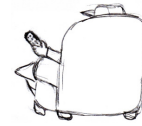


THE EXTRA POINT



INSIDE THIS ISSUE:

From The Front	1
The 2012 Tops	1
Good Thinking!	1
Payment Terms	1
Sales Rep Updates	1
Commissions	2
Sandra's Snippets	2
Release Dates	2
Spring Specials	2

The 2012 Tops:

- Top Sales Reps of 2012:
 1. Barry F. - *congrats!*
 2. Richard R. - *congrats!*
 3. Lynda T. - *congrats!*
- Top Sellers of 2012:
 1. Alabama Crimson Tide
 2. Kentucky Wildcats
 3. Georgia Bulldogs
- Top Sellers of All-Time:
 1. Georgia Bulldogs
 2. Auburn Tigers
 3. Alabama Crimson Tide

Good Thinking! WAY Outside The Box:

This is a small sample of locations where we are currently being sold thanks to our Reps (that's you!) stepping outside of the traditional mindset of gift stores and bookstores:

- Auto Shop
- Children's Clothing
- Furniture Store
- Hallmark Store
- Lumber Company
- Monogramming / Embroidery
- Photography Studio
- RV Sales
- Wine Store

From The Front Office...

Welcome to our new staff members:

Sandra Faircloth & Jordan Welsh

As our new Accounts Manager, **Sandra** joins us from 20+ years in the banking industry. She will be your main point of contact for all things account-related.



With the addition of Sandra on staff, **Mikara Stansfield** has taken a new position within the company as the Executive Projects Coordinator.

Jordan will be assisting in research, editing, and writing. He will graduate in May with a B.S. in Business & Information Technology, Concentration: Marketing. He is an avid Duke fan, but also has a soft spot for Georgia Tech. We anticipate many good-natured rivalry discussions in the office this season.



We are honored both **Sandra & Jordan** have felt God's calling on their hearts to join the EPP family.

Sales Rep Updates

- Please remember to check out our **Sales Rep Website** every week! We update it every Friday with pertinent information for our reps and current accounts.
***<http://site.edmcminn.com>
***username: gogod
***password: proverb308
- **State Tax Resale Numbers**—Without these numbers listed on an account, we are required by law to charge them sales tax for their location.
- **New Brochures and Order Forms** are currently being printed. Please use the newest forms and discard any old ones that you may have.
- We also have created a **new Display Sales Sheet** that pictures the displays that we offer to our customers.
- Accounts that have had no activity within 180 days will become **House Accounts**; so be sure to keep tabs on your accounts.
- We are also planning a **Sales Rep Training** session for all reps and rep groups. We will be contacting you shortly to arrange a time.
- **Direct Deposit** is now available for all sales reps. If you are interested in direct deposit, please download the form from the sales rep website and fax it to 478-218-0306.

New Payment Terms for 2012

We have instituted a new incentive for customers to pay their invoices on time: **2% 10 Net 30.**

If you are not familiar with this payment term, it allows customers to pay the full amount within 10 days of the invoice date and receive

an additional 2% discount off their total.

This does not apply to credit card payment terms because of the additional fees we incur for accepting credit card payments.

We hope this will encourage

more of our customers to pay at time of order or shortly thereafter and help minimize our costs for late paying accounts.

Please encourage your customers to pay timely. This helps everyone!

Extra Point Publishers

P.O. Box 871
315 Hampton Court Ext.
Perry, GA 31069

Phone: 229.529.2032
Fax: 478.218.0306
contact@extrapointpublishers.com

We're on the Web!

1. <http://www.die-hardfans.com>
(for customers)
2. <http://site.edmcminn.com>
(for Sales Reps only)

Have fun. Have faith. Go God!
Proverbs 30:8



Sandra's Snippets:

- In the event the customer decides to change the number of books ordered, please do not write over the number on the order form, please cross out and write in the number out to the side.
- Please do not pre-sell books that are not on the current brochure.
- Please remember, commissions are paid on "shippable" sales - not on pre-orders or delayed shipments.
- State Tax Exemption numbers (aka Resale Numbers) are **required**. Without this number, we are **required** to charge your customers tax on their order!
- New customer orders are held until credit references are received or credit card payments are made.

Prayer Concerns:

- Donna Brown (Rep) and her husband Jack, healing
- Tammy Richardson (Customer), healing

"With this in mind, we constantly pray for you, that our God may make you worthy of his calling, and that by his power he may bring to fruition your every desire for goodness and your every deed prompted by faith." Thessalonians 1:11

A Quick Refresher on Our Commission Structure:

One of our most ardent desires is not only that you, as a Sales Rep, are spiritually blessed because you courageously represent a Christian product and the distribution of the Word of God through the unique venue of a sports devotional, but that you are also financially blessed because of your obedience and faithfulness. In our desire for that we try to be generous and fair, yet good stewards of how and what we pay our Reps. With our new specials starting April 1st, we thought this would be a great time to review our policies on commissions.

- Commissions are 15% (paid to rep or rep group accordingly). All reps reaching \$2500 in **shippable** sales in a calendar month receive a 10% bonus (paid directly to rep). *Multi-store chains (5 or more stores) and corporate chain accounts do not count towards the \$2500 for bonus. Those accounts receive a deeper discount for multi-orders.
- Commissions are paid on the **10th** of month following the sales month. This is the day that the direct deposit checks are posted as well.
- Commission checks under **\$10** will be added to the next commission check that exceeds the \$10 minimum.
- **Direct deposit** is available for any rep paid directly (including bonus checks) or rep group — print off the direct deposit form from rep website and fax in to 478-218-0306.

New Releases—May 21st

We are working diligently to get new titles out. Here are the titles we are currently working on and plan to release this spring.

**Please remember that all title release dates are tentative and subject to change.*

Daily Devotions for
Die-Hard Fans:
Ohio State Buckeyes



Daily Devotions for
Die-Hard Fans:
Michigan Wolverines



Daily Devotions for
Die-Hard Fans:
Oklahoma Sooners



Mother's Day, Father's Day, & Graduation Sales Incentives

We now have **quarterly** discounts/specials (this replaces all previous specials which includes the former special of free shipping on orders of 44+ books). Our 2nd quarter specials ...

Effective April 1st — June 30th, 2012

Order 23 books—receive **one** free.

Order 40 books—receive **two** free.

Order 56 books—receive **four** free.

A "Wow!" Fact

In 2011, the industry comprising establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal & holiday decorations, and curios (by far our biggest account type) had a benchmark **Inventory Turnover Rate of 3.1%**.

Extra Point Publisher's **Inventory Turnover Rate** in the same market in 2011? **11.3%**! Thank you, Reps! That is why we say that you can't call on your accounts only once every six months ... they'll have been sold out of books for 5 of those months!