

Hi Inside Sales,

There has been another revision in how Public Safety orders are going to be handled. This will continue to be an evolving process to maximize efficiency and customer service, but at this time, here are the highlights as Steve Riley and I discussed yesterday:

- Existing Deep See customers may call in Public Safety orders to us under their Deep See account number. No new account is needed.
- Public Safety orders will be taken under the dealers current terms and buying level. No special pricing has been offered at this time, however it is something we on the Deep See side may pursue with management. Aqua Lung will not offer additional discounts, though they are running Public Safety orders as Partner orders at 15%.
- While Aqua Lung will be offering many-most of the same products we do here, they have a \$1,750 minimum free shipping policy - as you know, ours is \$100. The benefit for our customers who are ordering the products we carry vs. going to AL is our shipping policy (and of course customer service!), as many Public Safety orders are under that \$1,750 minimum. However, AL does offer a wider variety of products i.e. military items, other AL logo'd items we don't carry - these products are exclusively available for Public Safety orders. This catalog has been emailed to dealers and I've sent it to you in a previous email.
- Currently, non-DS/AL customers will have orders processed using the MD/DW system. Steve and I discussed this process as being cumbersome and I suggested the possibility of creating a Public Safety only account similar to how we process pro-deals on the SWPRO's account. This would be a great way to track how many orders/sales are coming through from Public Safety orders from non-customers. Your feedback here is welcome! Any other thoughts on making this less labor intensive for AL sales?
- Steve was hoping to find a way to track our Public Safety sales - I suggested using a promo in the PO field like we do for other promo's like the boot special or Product Assortment. Use the '~'. For example use ~PS for Public Safety anytime we input a Public Safety order - this will distinguish that order from a customer's regular order placed for their shop. This will also help track Public Safety sales and which items are selling. Thoughts here? What are other ideas to help track Public Safety sales/orders?

This is the sum of where Public Safety orders stand at this time. As I said, it is evolving and I'm sure we can expect some more details to come our way. Feel free to provide your input or suggest ideas as we want to make this as user friendly and effective as possible.

I have attached the two documents John Drewniak sent to me late June outlining the program and the price list for review in case you need it. This is the same information that goes out to dealers.

Let me know if you have any questions and I will do my best to answer!

Thank you,

Deep See / Stohlquist

t: 800.367.2626

Please consider the Environment before printing this email!