



Thank you for requesting information on Proforma's Preferred Limited Partner (PLP) program, initiated in April of 1997. This program has assisted Proforma's PLPs in writing millions of dollars in business with our 700 franchise Owners. Please review the FAQs below to better understand the benefits and expectations of a partnership.

Why does Proforma have a Preferred Limited Partner (PLP) Program?

Proforma is a cooperative of 700+ franchise owners that gain economies of scale by pooling their purchasing power through one common system. By developing lasting relationships with a select set of vendors, Proforma can funnel greater sales volumes through fewer vendors, thereby reducing overhead expenses and increasing selling/marketing opportunities. The partnership between Proforma and its PLPs allows both parties to continue to grow their businesses through new marketing initiatives funded by the fees generated by the PLP program.

What benefits will my company receive if we are invited to join the PLP Program?

- Company profile in the physical PLP Sourcing Guide (portable sourcing & contact tool)
- Company profile in the electronic PLP Sourcing Guide on Proforma's Intranet site (iNET)
- 7 Regional Meetings during January / February of every year
 - Cleveland, Dallas, LV or CA, NJ or PA, Chicago, Toronto & Jacksonville or Atlanta
 - PLP-only Vendor Showcase - face-to-face access with our Owners
 - Sponsorships / Education opportunities available
 - High show attendance correlates with higher sales, min attendance of 2 Regionals required

- Convention/Family Reunion every summer
 - Different location every year (July or August); 2010 - Las Vegas, July 25 - 28
 - Proforma contact & preferred pricing also reflected in ESP
- Monthly Network Member List
 - Announces new Owners to the Proforma family & shows changes to current Owners' info
 - Direct access to Proforma Owners for marketing your company
- Usage of Proforma and PLP Logos to identify yourself as Preferred Limited Partner
- Notifications of Owners leaving system
- Possibility of inclusion in Proforma's 3 proprietary catalogs: Promotional Products, Golf & Sports, Holiday
- Possibility of your products/services being included in monthly eNewsletters to Owners' customers
- Promotion of exclusive offers, niche marketing ideas, specials, new products, etc via Intranet site (iNET)
- Announcement of exclusive offers & relevant news in weekly eNewsletter to entire network
- Receive Connections, Proforma's monthly newsletter
- Proforma's Vendor Development Team's assistance on marketing programs & initiatives
- Educational webinar opportunities

In 2008, Proforma franchise Owners wrote in excess of \$325 million in business to our vendors. As a PLP, you will have the opportunity to penetrate the Proforma network representing over 700 franchises throughout North America.

What is Proforma's history and what are your future expectations?

Proforma was founded in 1978 by Greg Muzzillo and was listed in Inc. 500's "Fastest Growing" list for several years. Franchising started in 1986 with its first 15 franchises and has grown to over 700 currently. Proforma's strategic plan targets growth to 1000 franchises and sales revenue approaching \$1 billion in the foreseeable future. Proforma is considered a leader in consolidating the distributor channel into a cost-effective method of selling printing, promotional products, eCommerce and multimedia and is unique within the industry. For more information on Proforma, please visit www.proforma.com.

How successful has the PLP program been to date?

In April 1997, Proforma invited its top 100 vendors to participate in the PLP program. As a benchmark, the 1996 sales volumes of all vendors were reviewed and 11% of all Proforma revenues flowed through the 100 PLPs in the newly developed program. As of December 2008, the PLP share of Proforma revenues had grown to 65%. Proforma's overall objective is to increase the PLP share of revenue to 70% in the short-term future.

What is the process to become a Preferred Limited Partner (PLP) with Proforma?

If you are interested in being considered for admission to the Proforma PLP Program, complete the online form at www.proforma.com on the Preferred Vendor Opportunities page in its entirety. The Vendor Development Team will review your product lines and services, current Proforma sales, sales trends and additional criteria to ensure that developing a long-term partnership will truly be beneficial for both parties. We are committed to developing lasting relationships and not inviting suppliers into our program to satisfy fads and trends within the industry. If you are invited to join the program, a formal Proforma Preferred Limited Partner (PLP) agreement will be sent to you for review and signature. The agreement details all facets of the program, which prospective PLPs must agree to in full to ensure fairness to all PLPs currently in our system.

A member of Proforma's Vendor Development Team will follow up with you within 10 business days of submitting your information. Thanks for your interest in Proforma!