

**END USER
LOYALTY PROGRAM**





INTRODUCING

WELCOME TO THE IMATION END USER LOYALTY PROGRAM

For more than 50 years, Imation has been a leader in data storage technologies. Today, Imation's brand portfolio has grown to include Imation, Memorex, TDK Life on Record and XtremeMac. Consumers and businesses the world over seek out these brands because they deliver - across categories ranging from data storage media and systems, to audio and video electronics to accessories. Imation's products reach customers through a powerful global network that enables Imation to provide value-added incentives to customers who choose Imation as their primary source for digital storage products, audio and video electronics and accessories. Imation has developed this End User Loyalty Program to provide value-added programs and funding to loyal customers.

LOYALTY PROGRAM DETAILS

By agreeing to standardize on the brands and products offered by Imation Corp, you become eligible for rebates based on your purchase level. To qualify, you must purchase a minimum of \$25,000 annually across three different product categories. Purchases determine the rebate earned; the larger your total purchases, the greater your rebate. Rebates are contingent upon meeting the minimum purchase requirement as identified in the table.

2010 ANNUAL PURCHASE REBATE SCHEDULE

Annual Purchases		Rebate % Non-Tape	Rebate % Tape	Minimum purchase across three different product categories
\$25,000	\$49,999	1.00%	1.00%	\$2,500 Each
\$50,000	\$99,999	2.00%	1.50%	\$5,000 Each
\$100,000	And Over	3.00%	2.00%	\$10,000 Each

REBATE EXAMPLES

Example 1 - A customer's annual purchase of eligible products by category includes:

Category	Annual Purchases	This customer had the minimum required sales volume across three categories and qualifies for the highest rebate %. Their End User Loyalty Rebate would be:	Total Rebate
Magnetic Tape	\$125,000	$(\$125,000 * 2\%) = \$2,500$	\$3,400
Toner Cartridges	\$20,000	$(\$20,000 * 3\%) = \600	
Flash Memory	\$10,000	$(\$10,000 * 3\%) = \300	

Example 2 - A customer's annual purchase of eligible products by category includes:

Category	Annual Purchases	This customer had the minimum required sales volume across only two categories (Toner & Optical) that would qualify at the highest rebate %, but they did achieve the minimum required sales volume across three categories at the middle rebate %. Their End User Loyalty Rebate would be:	Total Rebate
Toner Cartridges	\$100,000	$(\$100,000 * 2\%) = \$2,000$	\$2,400
Optical Media	\$15,000	$(\$15,000 * 2\%) = \300	
Hard Disk Drives	\$5,000	$(\$5,000 * 2\%) = \100	

PROGRAM GUIDELINES

- It is the End User's responsibility to ensure that their Imation Dealer Sales Rep. provides point-of-sale data to Imation at least once every quarter.
- End User will receive one annual rebate check in the name of the End User's Company. No checks will be issued to an individual.
- Sales accrual begins at the date of registration and ends December 31, 2010. Rebate checks will be sent 45-60 days after 4th quarter point-of-sale data is received.
- Imation, in its sole discretion, will settle any and all discrepancies and/or interpretations of program rules.
- Government customers do not qualify for this End User Loyalty Program. Contact your Authorized Imation Direct Dealer or Indirect Reseller for Government specific programs.

To join our exclusive End User Loyalty Program have your Authorized Imation Direct Dealer or Indirect Reseller sign you up at imation.com/promotions and start saving today!

PRODUCT CATEGORIES

PRODUCT PORTFOLIO

As a valued partner, you get to take advantage of an exciting portfolio! This extensive portfolio gives you the flexibility to find the solutions that are right for you. Purchase from a minimum of three product categories featured to earn your annual rebate.

ELIGIBLE PRODUCT CATEGORIES

	Magnetic Tape	OEM Compatible Toner	Hard Disk Drive Storage	Flash Memory	Optical Media	Consumer Electronics	Accessories
imation	■	■	■	■	■		■
memorex			■	■	■	■	■
TDK Life on Record	■				■		■
XtremeMac						■	■

* NOTE: To reach the minimum required sales volume, you may purchase across brands within a product category.

ELIGIBLE PRODUCT CATEGORIES

Qualifying for End User Loyalty Program rebates is easy. Imation's incredible portfolio of leading brand products enable people to capture, save and enjoy digital information. There's something for everyone - from one, trusted supplier!

Photos are representative of products within each category, but not exclusive. Contact your Authorized Imation Direct Dealer or Indirect Reseller for a detailed listing of eligible products.

MAGNETIC TAPE



Tape Cartridges

Tape has been a part of data storage for so long it's easy to take it for granted. It's been more than 50 years since the first commercially available magnetic tape was pioneered. Imation experts were part of it then, and are still part of it now. Imation understands the challenges of running a data center and offers Imation and TDK Life on Record brand tape cartridges trusted by users worldwide across enterprise, midrange and entry level server applications.



Imation LTO5 & TDK LTO4 Ultrium Cartridges



9480 Tape Cartridges



3590 Tape Cartridges

Data Protection

Imation understands how critical it is for data center and IT managers to be certain the data under their care is monitored and protected. The best way to ensure your sensitive information is protected is with Imation's Data Protection Umbrella. This suite of product solutions, including DataGuard™ transport and storage cases, the DataGuard rf™ tape tracking system and Imation Secure Scan, provides data protection while giving you better control of your data.



DataGuard Cases



DataGuard rf RFID Labels & Handheld Reader



Imation Secure Scan

OEM COMPATIBLE TONER



Toner Cartridges

Toner is often one of the most expensive office supply costs in workplaces today. Earth-friendly Imation Earthwise™ OEM compatible toner cartridges provide a lower cost per page than the leading OEM brands. Compatible with HP, Canon and Brother printers, Earthwise toner cartridges also meet stringent quality requirements and save resources because they contain recycled material and reconditioned components. Impact your company and your world with Imation Earthwise OEM compatible toner cartridges.



Imation Earthwise Toner Cartridges

PRODUCT CATEGORIES

EXTERNAL HARD DISK DRIVES

imation memorex

Whether you're a tech-savvy desktop user, a mobile road warrior or a small business, there is an Imation or Memorex hard disk drive to meet your needs. Our portfolio comprises palm-sized portable hard drives - including Apollo UX hard drives with an industry leading 10-year limited warranty - for on-the-go users and external desktop units for home or office.

Choose from portable hard drives, wireless external hard drives and removable hard disk drive storage systems.



RDX® Removable Hard Drive Storage System



Apollo™ Portable Hard Drive



Memorex SlimDrive



Imation Pro WX Wireless USB Hard Drive

FLASH MEMORY

imation memorex

USB Flash

Imation and Memorex flash drives are tough, rugged and built to last. They are trusted by users worldwide to transfer, share and store their critical documents, presentations, photos or music. The small, lightweight designs offer extreme portability with features that make them easy to carry, safer to use and able to withstand the everyday wear and tear they encounter.



Imation Pivot



Imation Swivel



Memorex Mini TravelDrive™



Memorex TravelDrive

imation

Solid State Drives

When you're dealing with robust graphics and audio, video or gaming files, your computer's speed means the difference between smooth work and complete frustration. Imation's Solid State Drives (SSD) will speed up your machine and extend the life of your PC - so you're one step ahead of the competition, whether you're working or playing. Make your computer last. Make it fast with Imation SSDs.



M-Class & S-Class SSD



M-Class Upgrade Kit

OPTICAL MEDIA



Optical Media

Leveraging Imation, Memorex and TDK Life on Record brand positions, we have solutions that meet the needs of business professionals, memory keepers and students alike. Choose from standard CD and DVD media, leading edge Blu-ray discs or printable media for personalizing and customizing your creations.



Blu-ray Media



Printable Media



Duplicator Series

CONSUMER ELECTRONICS



Memorex and XtremeMac brands offer a comprehensive portfolio of consumer electronics for home and office. Memorex creates smart, simple and stylish products that 'fit' in consumers' lives - from portable audio players to flat panel TVs to Blu-ray players. XtremeMac electronics help consumers enhance their enjoyment of Apple iPhone and iPod devices with a variety of speaker systems, chargers and cables.



Memorex MyVideo Camcorder



Memorex Blu-ray Player



XtremeMac InCharge Duo

ACCESSORIES



Complement your data storage and electronic products with Imation, Memorex, TDK Life on Record and XtremeMac brand accessories. Choose from Imation brand storage and computer accessories for business professionals, or Memorex brand accessories to help organize and share your family moments. TDK Life on Record brand accessories allow consumers to maximize their music libraries, while XtremeMac cases and chargers enable Apple enthusiasts to personalize their iPhones and iPods.



Imation Jewel Cases



Memorex DVD Labels



TDK Headphones



XtremeMac Tuffwrap Tatu™ Cases

FOR MORE INFORMATION

As a Loyalty Partner, Imation will work with you to add additional value to your company and help lower your overall costs. Consolidate your purchases by standardizing on Imation Corp brands and realize cost savings. To learn more about the products available to you as an End User Loyalty Partner, contact your Imation Key Account Sales Manager, Authorized Imation Direct Dealer or Indirect Reseller.



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