

Exhibit A CRM Packages & Prices

CARD PACKAGES

Card Package Features:

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| <ul style="list-style-type: none"> ▪ Standard Loyalty Cards ▪ CRM Hardware: 1 Virtual Terminal ▪ CRM Software and Set-up | <ul style="list-style-type: none"> ▪ Card Design and Artwork ▪ Phone based training and support ▪ Comprehensive Dealer Manual |
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One Time Set-up Cost

- \$400.00

Loyalty Card Prices

- 500 Cards - \$3.00 per card
- 1000 Cards - \$2.50 per card
- 2500 Cards - \$1.50 per card

Gift Card Prices

- Gift Cards: \$1.50/card* (Min. Order Qty: 240)
- Other: \$ _____ per card

* Must order minimum of 500 Loyalty Cards to qualify for discount otherwise Gift card prices are the same as Loyalty Cards.

Option 1: Unlimited Lifetime Transactions

- Add \$1.50 per card to list price (annual minimum card order is required).

Transaction Fees

Option 2: Monthly Transaction Packages

- 250 transactions/month - \$49/month*
- 500 Transactions/month - \$79/month*

* \$0.25 per transaction for transaction over monthly limit

Options

- Additional Terminal+Keyboard - \$495.00
- Onsite Training - \$300.00 + Travel Expenses
- Custom Card Design - \$150.00
- Other

FOLLOW-UP LETTER PACKAGES

One Quarterly Newsletter*

- \$2.00 per Newsletter (Min 2500 customers)

Two (2) Full-Color Letter Package*

- \$5.00 per customer

Four (4) Full-Color Letter Package*

- \$9.00 per customer

Four (7) Full-Color Letter Package*

- \$15.50 per customer

Additional Letter(s)*

- \$3.00 per customer per letter

*No additional dealer charges for: postage, letterhead, envelopes, fulfillment or related materials or costs!