

MicroAge[®]

MARKETING SERVICES

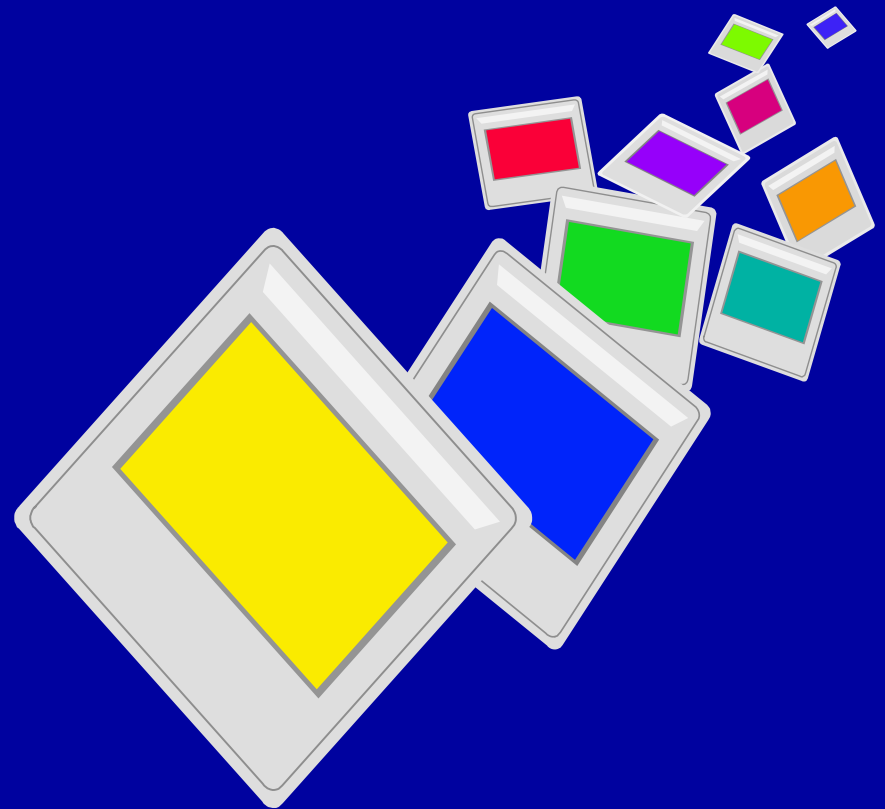
MARKETING SERVICES

 *RealTime/RealFax*

 *FaxBlast*

 *MarketFax*

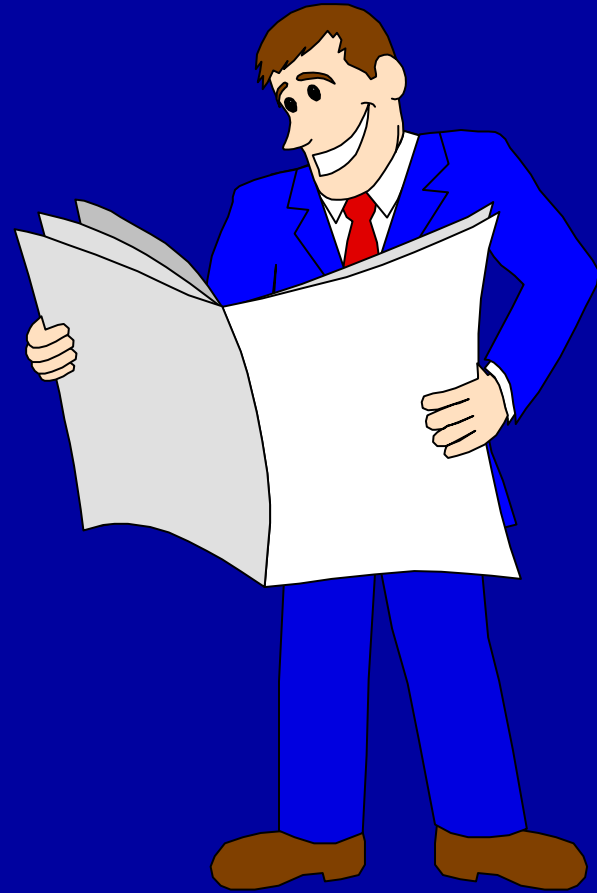
 *Events*



RealTime

RealTime is a tabloid-format newspaper mailed to resellers on the 1st and 15th of each month.

It is designed to provide the Network with up-to-date information on vendor products, the computer industry itself and MicroAge services.



RealFax

RealFax document numbers appear on articles and advertisements throughout RealTime.

When customers dial into the RealFax system, they simply enter the document number and their pin number, and in minutes the documents print out at the fax machine.

Every location can access additional information through the RealFax fax-on-demand and broadcast system linked to RealTime publication.

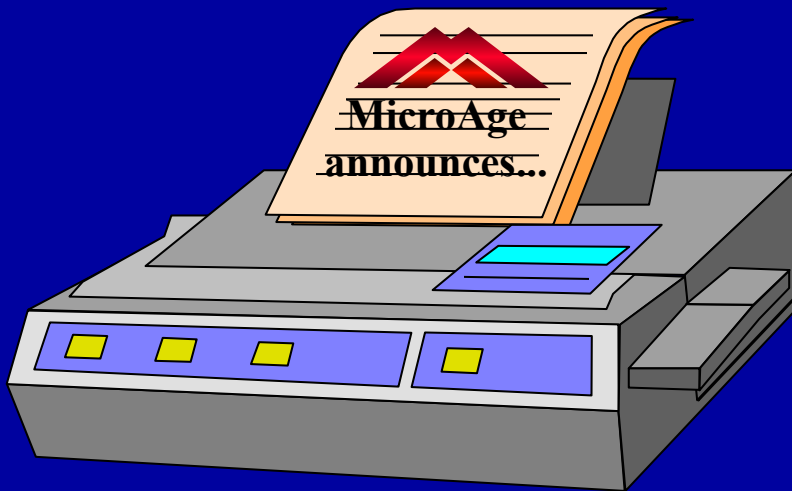
Vendors provide product information for RealFax through specification sheets, product comparison charts, brochures, and fliers, as well as vendor authorization forms, price changes forms, etc.

MicroAge Headquarters communicates case studies, policy changes, and other information when fast communication is critical.

FaxBlast

■ Another piece of this information network is the FaxBlast, which is designed to get critical information out to you within 24 hours of receipt by MicroAge.

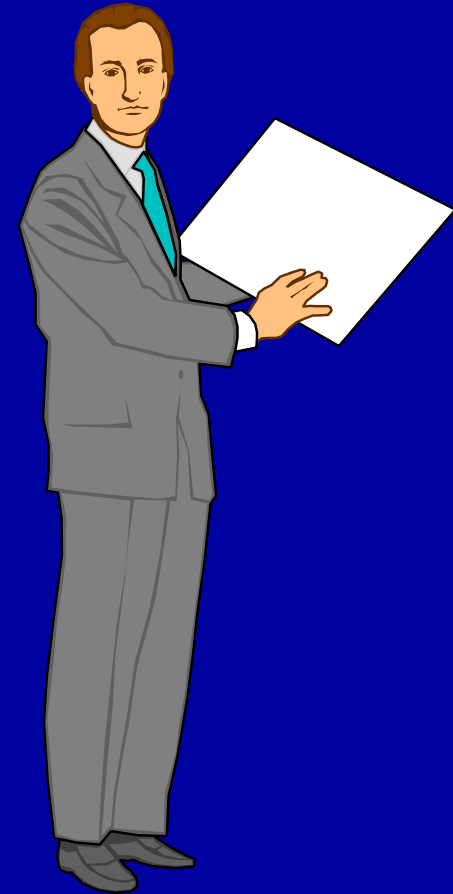
■ Critical information would include price changes, new product announcements, constrained product reports, etc.



MarketUpdate

HUL *In addition to weekly FaxBlasts aimed at dispersing product information, MicroAge has developed a weekly promotional/ marketing information fax.*

HUL *This document lists, by vendor, bullet points referring you to a RealFax document for additional information and enrollment forms.*



EVENTS

- Reseller Conferences
- Solutions
- SuperRegionals

Each year, our Events team produces conferences designed to strengthen key partnerships and fuel the growth of every MicroAge Reseller.

Every location has the opportunity to participate in these events, and will be notified at the appropriate times.

Don't be left out...

