

To our dealers of Easyribbon software.

We have decided to lower the price on the Easyribbon software package. There are several reasons for this action;

1. We want to increase our market share and be more competitive.
2. We have from the present installations found that the amount of support to customers is a minimum, since the program is very self-explanatory, and by that lowering the costs for Brandsoft but also for our dealers. The automatic update of the program via internet works very well and have aggressively reduced time and logistic regarding maintaining and updating the software.
3. We have with this model almost kept our dealers profit in cash, and increased the profit in percentage significantly. Brandsoft dealer price is lowered by 260 Eur.

Old price model 2007.

Price list 2007	<i>Dealer price EUR</i>	<i>Suggested retail price EUR</i>
Easyribbon program	<i>455,00 Eur.</i>	670,00 Eur.
Easyribbon update from old version	<i>185,00 Eur.</i>	275,00 Eur.

New price list 2008.

Price list 2008	<i>Dealer price EUR</i>	<i>Suggested retail price EUR</i>
Easyribbon program	<i>195,00 Eur.</i>	390,00 Eur.
Easyribbon update from old version	<i>95,00 Eur.</i>	190,00 Eur.

The profit in 2007 was $670 - 455 = 215$ Eur (32%), and from now on $390 - 195 = 195$ Eur (100%)

We hope this model will encourage you to market the Easyribbon solution even stronger, and get a significant market share. The number of licenses sold is important because all the after sales of consumables and ribbons grow proportionally to the number of installations, and this is what really generates profit and turnover in the long run.

Brandsoft Confidential Dealer Price list 2008.

	Dealer price EUR	Suggested retail price EUR
Easyribbon program	195,00 Eur.	390,00 Eur.
Easyribbon update from old version	95,00 Eur.	190,00 Eur.
OKI 5650n, GDI	400,00 Eur.	470,00 Eur.
Citizen CLP-621 Small TT thermoprinter. USB	435,00 Eur.	485,00 Eur.
Citizen CLP-8301 Wide thermoprinter. USB	2.950,00 Eur.	3.360,00 Eur.
Incl. memory module	120,00 Eur.	135,00 Eur.
	3.070,00 Eur. total	3.495,00 Eur. total

Prices and product specifications are subject to change without notice. All prices are in EUR. Taxes, VAT, freight, and delivery is not included.

Terms of delivery;

Software 7 working days
 Printers 14 working days
 All prices are ex. Works Herning, Denmark

Terms of payment;

30 days credit.

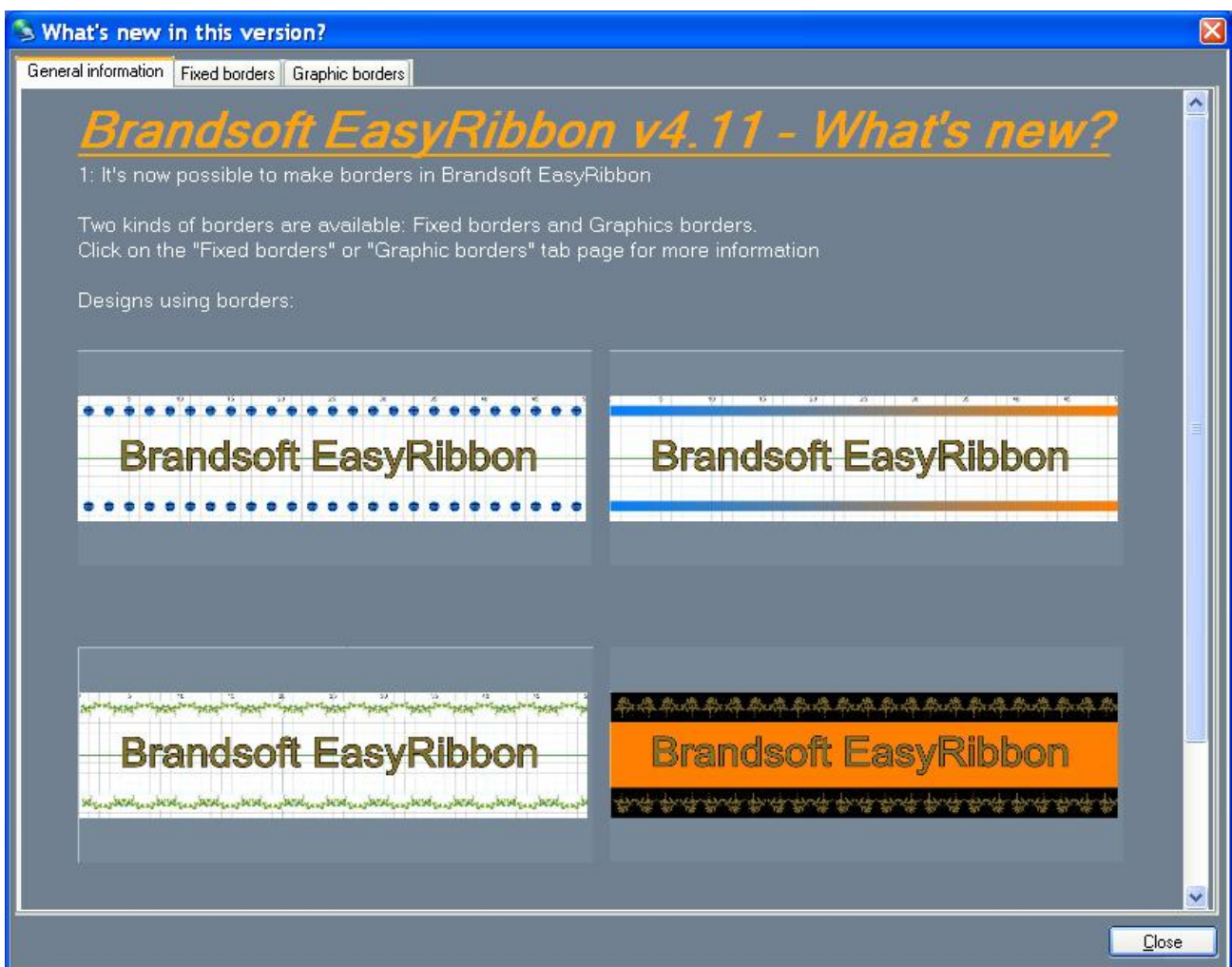
What's new in Easyribbon.

It is now possible to create ribbons with borders. The program contains a large number of predefined borders ready to use. But you can also create any type of border using any graphic JPG file, which the program can auto-generate into a border.

It is now made possible to make a time saving cut and paste of objects in Easyribbon.

Below are samples of borders. But the best thing is to try it yourself. It is just as simple as the rest of the program, and you can build any sophisticated border in full color.

The WWW.EASYRIBBON.COM website will be updated with guidance on how to make borders.



Please use the www.easyribbon.com website for general information and for your customers as a source of information about the Easyribbon concept.