



Your customers are  
already buying jewelry  
and fragrances.

Why not let them  
buy from you?



**In less than 30 days, you can increase  
your sales and profits, risk-free, by adding  
PalmBeach Jewelry and Fragrances to your  
web site and catalog.**

  
**PalmBeach**

# Guaranteed profits with no risk or investment on your part

## Does this sound too good to be true?

Well, it *has* been true for many major U.S. catalogers and retailers including JCPenney, Blair, Chadwick's, Woman Within, Roaman's, Newport News, Norm Thompson and AAFES, as well as many of the largest mail order and retail companies in Europe, South Africa, Asia, Australia and Canada. Increased competition for a share of your customer's pocketbook coupled with continually escalating operating costs have made it increasingly difficult to sustain or enhance profits.

Seta Corporation, founded in 1955, has been a worldwide leader in providing income opportunities to a host of clients since 1989. We have done this primarily by making our *PalmBeach Jewelry Catalogs* and products available for syndication. This **risk-free** opportunity has been proven time and time again, with our worldwide client base, to be a viable source for generating incremental profits to their bottom line.

Seta Corporation takes pride in its state-of-the-art facilities and ability to create individualized marketing solutions for its partners using our proven promotional formats. Each promotion can have such personalized items as unique 800 numbers for order entry and customer service, an individualized packing slip and bounce back order form and your company logo prominently featured on the cover. The following is a list of **four proven promotional offers** that have been mailed to millions of customers around the world!

## PalmBeach Jewelry Catalog

The world's largest fashion jewelry catalog, distributed in over 19 countries, contains over 500 items and 2,500 SKU's in each offer, from CZ's, genuine diamonds, rubies, emeralds, sapphires, birthstones, personalized items, pens, pendants, watches and more.

## On-Page Promotion

Seta makes any of its numerous product offers available to you to use in any of your catalogs or other promotional formats. Seta will **customize as many pages as you would like, with whatever merchandise assortment you prefer** and build the pages, from photography, type and layout, using the page template you provide for us. **Seta will provide you with files ready to print, and pay all incremental costs associated with these pages.** To your customers, this offer will look like one of your pages, rather than being a separately mailed syndication offer. This exciting promotion enables you to gain an increased share of your customer's pocketbook through synergistic category extensions.

## On-web and Microsite Programs

Take advantage of these new shopping channels from Seta today and begin to reap the benefits of your own online jewelry store. Simply load our product shots, prepared to your specifications and copy on your website or include our "microsite" product feed and shared-shopping cart technology and your customers can begin to experience the premier online shopping experience Seta offers its customers.

There is no better time to explore how a *strategic and risk-free syndication alliance with Seta Corporation* can help you meet and exceed your budget goals for the coming year and beyond! For more details on the specifics of how our **risk-free** syndication program works, please refer to the enclosed program outline.

If you would like to discuss how a custom test plan, using any or all of the above-referenced packages, can be developed for you, as well as seeing a potential rollout pro forma.



**Seta Corporation offers four proven ways to sell jewelry and fragrances and increase your profits and share of your customer's pocketbook. You can choose from our "on-page," catalog, "on-web" or "microsite" programs.**



Some of our clients:

NormThompson

Spiegel

 Reader's  
Digest

metrostyle™

BLAIR

Jessica London®

NEWPORT NEWS

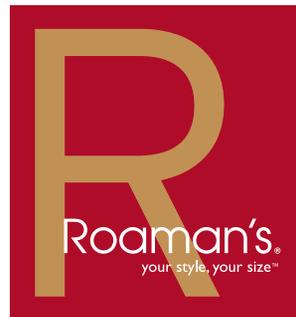
BrylaneHome

**KINGSIZE**  
MORE FOR LESS IN BIG & TALL SIZES!

Chadwick's®

 gifts.com.inc.

amazon.com®

  
Roaman's®  
your style. your size™

Direct CHARGE

WOMAN WITHIN®

THE ALL SERVICES  
**EXCHANGE**  
CATALOG & ONLINE STORE

**PalmBeach**  
JEWELRY

**save  
up to  
65%**  
Catalog expires November 17, 2008

**Genuine  
Diamonds  
from \$39**

**Over  
145 gifts  
under \$50**

**Hurry!  
Shop Now  
while supplies last**

**BUY NOW, PAY LATER, WITH**  
**DirectCharge**  
See center pages for details.

1.888.624.9937  
DirectCharge.PalmBeachJewelry.com

# PalmBeach Jewelry Syndicated Catalog Program

Today, you can join America's — and the world's — top direct marketing companies, such as Redcats USA, Boston Apparel Group, AAFES and Spiegel by mailing the largest and most successful designer jewelry catalog with over 500 items (2,500 SKU's) to your own customer files. Realize incremental sales and profits with virtually **No Effort, No Investment and No Risk** on your part.

This program is a turnkey business which involves little effort and no advertising investment on your part.

*Here's what this program will do for YOU...*

## Your company will have:

- ✓ **NO** Inventory Maintenance Costs
- ✓ **NO** Copy Development Costs
- ✓ **NO** Order Picking
- ✓ **NO** Inventory Costs
- ✓ **NO** Order Packing
- ✓ **NO** Color Separation Costs
- ✓ **NO** Photography Costs
- ✓ **NO** Mechanical Costs
- ✓ **NO** Film Costs
- ✓ **NO** Employment of Additional Personnel
- ✓ **NO** Layout Costs
- ✓ **NO** Shipping
- ✓ **NO** Printing Supervision

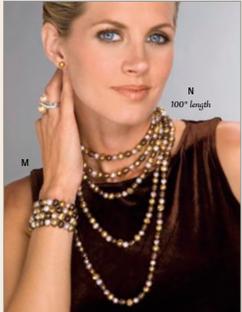
**Seta offers their syndicated catalog program, PalmBeach Jewelry, as a turnkey business which involves little effort and no advertising investment on your part.**

## We will:

1. Make our successful syndicated jewelry catalog available to you.
2. Pay all postage and print costs.
3. Buy and maintain the inventory for the catalog, which consists of approximately 500 items with over 2,500 SKU's.
4. Mail the catalog under the name of the endorsing company.
5. Receive orders by mail or phone, then process and fulfill.
6. Authorize all proprietary and bank card orders through Seta's credit card system.
7. Fulfill most orders within 48 hours of receipt.
8. Pay your company a commission on net product sales.



genuine colored pearls starting as low as \$29<sup>50</sup>



M. Set of Four Genuine Cocoa-Colored Cultured Freshwater Pearl Bracelets. Expandable 7"-9" lengths. #29936 \$56 NOW \$29.50

N. Genuine Cocoa-Colored Cultured Freshwater Pearl Necklace. 100" length. #29935 \$113 NOW \$59.50

P. Set of Three Pairs of Genuine Cocoa- and Gold-Colored Cultured Pearl Drop Pierced Earrings. Silvertone metal accents. 16 mm. #30485 \$53 NOW \$29.50



Genuine smoky quartz

R. Genuine Radiant-Cut Smoky Quartz Jewelry. Layered in 14k gold. Ring. 13 carats. Sizes 6-10. #28477 \$79 NOW \$29.50  
Pierced earrings. 13 carats TW. With lever backs. #20001 \$69 NOW \$39.50

O. Genuine Cushion-Cut Smoky Quartz Jewelry. 12.36 carats. 18k gold over sterling silver. Pendant. With 18" chain. #30480 \$160 NOW \$79.50  
#30487 \$160 NOW \$79.50



T. Genuine Smoky Quartz Inside-Out Hoop Pierced Earrings. 4.80 carats TW. 18k gold over sterling silver. #29142 \$120 NOW \$59.50

S. Genuine Bezel-Set Smoky Quartz Crossover Ring. 4.40 carats TW. With genuine tiger-eye accents. 18k gold over sterling silver. Sizes 6-10. #30484 \$108 NOW \$59.50



U. Genuine Smoky Quartz Watch. 40 carats TW. Quartz movement. Mother-of-pearl face. Layered in 14k gold. Adjustable 7" length. #30486 \$107 NOW \$89.50

800.547.1160 | normthompson.com C

# PalmBeach Jewelry On-page Program

Seta Corporation has developed a risk-free income opportunity for companies like yours. We work with you to develop a targeted merchandising strategy enabling you to increase the depth and breadth of your merchandise assortment without any advertising or merchandising exposure for you! Through this innovative venture, Seta would like to explore adding incremental catalog pages or replacing existing pages targeted to your customers into your catalog with **No Risk or Investment on your part.**

## Here's how the program works. Seta-will:

1. Submit for your approval appropriate merchandise, targeted to your customer file.
2. Merchandise, photograph, make color separations, build pages based on your specifications and deliver finished file to your printer.
3. Pay for printing costs associated with assigned pages.
4. Fill orders from your daily transmissions.
5. Pay you a commission on net product sales.
6. Process all returns and exchanges.

This turnkey, no-risk opportunity can be made available to you for testing immediately. So why not call to find out more about how you can participate in this exciting program which several catalogers are finding to be a win-win solution to offset shrinking earnings.

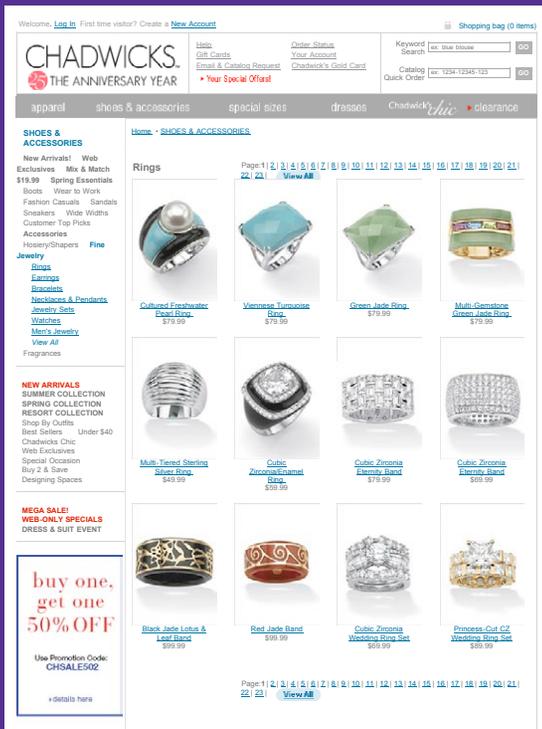


Seta creates custom pages for your company, using your stylesheets, so our pages blend perfectly into your catalog. We even pay all print and incremental postage costs. You have no risk or investment!



there's more...@romans.com/ jewelry

shop anytime 1-800-436-0800 41



# PalmBeach Jewelry On-web Program

Capture incremental sales and profits right now with virtually **No-Effort, No Investment and No Risk** on your part.

Some of the world's top direct marketing companies, including Newport News, Chadwicks, Metrostyle, Norm Thompson and Spiegel have been making PalmBeach jewelry and fragrances available to their customers. Don't leave your customers out. Our proven sales-generating assortment can be made available to you!

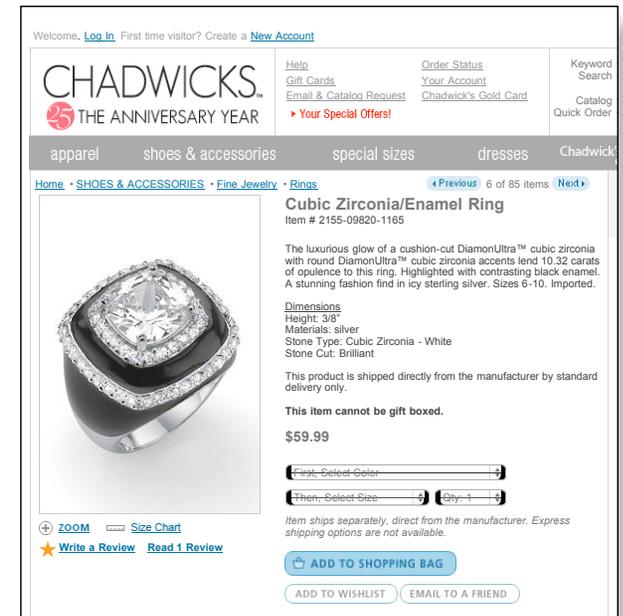
This extraordinary turnkey business program involves little effort and no advertising investment on your part. It's simple, easy, convenient and profitable. **This program can invigorate Your Bottom Line!** Here's how...

## Your company will have:

- ✓ **NO** Inventory Maintenance Costs
- ✓ **NO** Order Picking
- ✓ **NO** Order Packing
- ✓ **NO** Photography Costs

## We will do it all:

1. Buy and maintain inventory.
2. Customize your product assortment.
3. Provide all images and web-ready copy.
4. Receive orders by internet, mail or phone, then process and fulfill.
5. Fulfill orders within 48 hours of receipt.
6. Pay your company a commission on net product sales.
7. Provide exciting promotional campaigns.



Seta provides beautiful web-ready images in all the sizes you need, including alternate views as well as copy and specifications about the items. You can be up and running with our products in less than three weeks!

The screenshot shows the 'Woman Within' website interface. At the top, there are navigation links for 'sign in', 'order status', 'my account', 'customer service', 'email/catalog request', and 'shopping bag (0)'. Below this is a search bar with 'product search' and 'catalog quick order' options. The main navigation menu includes 'new arrivals', 'clothing', 'shoes & accessories', 'lingerie', 'sleepwear', 'swim central', and 'clearance'. A promotional banner offers 'save up to \$300 annually! learn more >' and 'sign up for emails & get a special welcome offer!'. The 'Women's Jewelry' category is selected, showing a grid of jewelry items with their retail and sale prices. Filters on the left allow shopping by price, size, metal type, stone group, stone type, design house, and length. The footer contains contact information, a 'no payment, no interest for 90 days!' offer, and a 'request a free catalog today' form.

# PalmBeach Microsite Program

Some of the world's top direct marketing companies, including Woman Within, Roaman's and Jessica London have been making PalmBeach jewelry and fragrances available to their customers. Don't leave your customers out. Our proven sales-generating assortment can be made available to you!

This extraordinary turnkey business program involves little effort and no advertising investment on your part. It's simple, easy, convenient and profitable. **This program can invigorate Your Bottom Line!**

## Your company will have:

- ✓ **NO** Inventory Maintenance Costs
- ✓ **NO** Order Picking
- ✓ **NO** Order Packing
- ✓ **NO** Photography Costs

## We will do it all:

1. Products do not have to be set up on your site or backend system.
2. Product inventory levels are continuously updated.
3. Our complete line of jewelry, including brand-name watches, as well as brand-name fragrances and cosmetics. Over 12,000 items are available.
4. Our guided navigation makes it easy for the customer to narrow their choices and find what they are looking for. They can shop by category, metal type, stone type, price, etc. Most sites do not have as detailed navigation as we do. Without it, only a limited number of items can be offered.
5. The ability to integrate your sites analytic tracking tags for complete customer tracking.
6. Customizable display templates to represent your sites look and feel.

The product page features a large image of a Smoky Quartz Ring. To the right, the item details are listed: Item # 10070, IN STOCK, Retail Value \$60.00, and Our Price \$29.99. A 'You Save \$30.01 (50%)' badge is prominently displayed. Below the price, there are fields for 'Quantity' (set to 1) and 'Size Options' (Please Select A Size). An 'ADD TO SHOPPING BAG' button is located at the bottom right. A 'You May Also Like' section shows other jewelry items. The 'ITEM SPECIFICATIONS: RING' table provides detailed information about the ring's metal, finish, and dimensions.

ITEM SPECIFICATIONS: RING	
<b>METAL INFORMATION</b>	
Layered In 14K Gold	
Finish Type:	Bright
Height:	3/8"
Length:	5/8"
Width:	3/4"
Max. Shank Width:	1/16"
Min. Shank Width:	1/16"
<b>STONE INFORMATION</b>	
Quartz - Smokey (Main)	
Quantity:	1
Carat Weight:	13.000 Carat TDW

7. Intelligent cross selling of items.
8. Checkout is done on your site. To your customer, it is one transaction. If they buy a combination of products from your site and our microsite, they only enter their personal information once, and pay only one shipping and handling fee.
9. We provide our high quality photography, which is hosted and enhanced with Scene 7. Your customer can zoom in on the product and has the ability to choose alternate views.
10. All item maintenance is handled by PalmBeach Jewelry. (All price changes, new item additions, removal of items, etc.)
11. Backordered items can be eliminated from item selections. (If an item will not be available in a timeframe you determine, the item is removed from the site until it is back in stock.)

# Alternative Space Programs: Billing Inserts, Package Inserts & Catalog Blow-ins



THREE PAIR OF HOOK  
PERCED EARRINGS.  
M, 10k gold. 18224 (\$190.00)  
Buy Now \$99.99\*

WHEDING BAND OF PRINCESS-CUT  
CUBIC ZIRCONIA.  
N, 4.37 carats T.W. 10k gold.  
Sizes 5-10. 16458 (\$279.99)  
4800 (\$259.99)  
Buy Now \$129.99\*

ROUND CUBIC ZIRCONIA,  
Q, 1.05 carats. With princess-cut  
cubic zirconia accents in 10k gold.  
Buy Now \$129.99\*

ROUND-CUT CUBIC ZIRCONIA  
PERCED EARRINGS.  
P, 2 carats T.W. 10k gold.  
Lever-backed.  
3942 (\$99.99)  
Buy Now \$49.99\*

FIGARO CHAIN,  
L, 5 mm width, 10k gold.  
• (7\*) 18283 (\$190.00)  
Buy Now \$99.99\*\*  
• (8\*) 18292 (\$210.00)  
Buy Now \$109.99\*\*  
• (10\*) 17843 (\$459.99)  
Buy Now \$229.99\*\*  
• (20\*) 17844 (\$499.99)  
Buy Now \$249.99\*\*

ROUND CUBIC ZIRCONIA  
PERCED EARRINGS.  
I, 30 carats T.W. 10k gold. Fixed  
lever-backed. 4879 (\$79.99)  
Buy Now \$39.99\*\*

MARQUEE-CUT CUBIC ZIRCONIA,  
J, 2.50 carats, 10k gold.  
99.5-10. 79310 (\$339.99)  
Buy Now \$169.99\*\*

FIGARO CHAIN,  
J, 6 mm width, 10k gold.  
• (8\*) 17845 (\$299.99)  
Buy Now \$149.99\*\*  
• (10\*) 17846 (\$339.99)  
Buy Now \$169.99\*\*  
• (20\*) 17847 (\$699.99)  
Buy Now \$349.99\*\*

MARQUEE-CUT CUBIC ZIRCONIA  
WITH ROUND AND BAGUETTE CUBIC  
ZIRCONIA ACCENTS IN 10K GOLD.  
K, 1.40 carats T.W. Sizes 5-10.  
4968 (\$139.99)  
Buy Now \$69.99\*\*

CHANEL-SET ROW OF  
PRINCESS-CUT CUBIC ZIRCONIA.  
L, 1.40 carats T.W. 10k gold.  
Sizes 5-10. 16480 (\$159.99)  
Buy Now \$79.99\*\*

PRINCESS-CUT CUBIC ZIRCONIA,  
Q, .75 carat, 10k gold.  
Sizes 5-10. 20133 (\$139.99)  
Buy Now \$69.99\*\*

MARQUEE-CUT CUBIC ZIRCONIA,  
R, 2.50 carats. With baguette cubic  
zirconia accents. 10k gold. Sizes 5-10.  
14302 (\$399.99)  
Buy Now \$199.99\*\*

CUBIC ZIRCONIA BAGUETTE RING.  
S, 2.84 carats T.W. 10k gold.  
Sizes 5-10. 19321 (\$299.99)  
Buy Now \$199.99\*\*

\*Buy Now prices are shown as hold. Orders received after the expiration date will be filled at the higher prices shown.  
\*\*Not cover for price expiration date.

ELGIN  
U, Quartz movement. 7 1/2" length. \*\*  
17818 (\$132.99)  
Buy Now \$99.99\*\*

Seta Corporation has developed an exciting new twist to traditional insert programs. We customize inserts or catalog blow-ins specific to our partner's offers (e.g., size/weight/merchandise/creative) with **No Risk or Investment to you**. By incorporating your endorsement, these inserts produce higher response rates and will generate up to twice your current insertion income. Plus, you will get the buyer update — a benefit that most space programs do not offer.

### Here's how the program works. Seta-will:

1. Make available a variety of product offers that can be customized to your program.
2. Buy and maintain the inventory.
3. Submit for your approval the entire insert.
4. Pay for all advertising costs.
5. Handle all order taking, fulfillment and customer service.
6. Pay your company a commission on net product sales.

By incorporating your endorsement, these inserts produce higher response rates.



### Package Insert

Designer Fragrance  
Save up to 70%  
on our genuine  
fragrances

presented by  
**neuport news**

ORGANZA BY  
GIVENCHY  
1.7 oz. (50 ml)  
Eau de Parfum  
Imported.  
221.99 was 39.99  
now 19.99

CHANEL NO. 5  
The celebrated classic. 1.5 oz.  
(42 ml) Eau de Parfum. Imported.  
\$119 was \$7.50 now 19.99

POÈME BY LANCÔME  
1.6 oz. (45 ml) Parfum. Splash.  
Imported.  
22.99 was 39.99  
now 19.99

OK ONE BY  
CALVIN KLEIN  
5.4 oz. (157 ml) Eau de Toilette.  
Imported.  
39.99 was 27.00 now 19.99

AMONDS BY  
TAYLOR  
Perfume.  
1.7 oz. (50 ml)  
\$119 was 37.50 now 19.99

YSATIS BY GIVENCHY  
1.9 oz. (54 ml) Eau de Toilette  
Splash. Imported.  
109.99 was 45.00 now 12.99

FENDI  
1.7 oz. (50 ml) Eau de Parfum.  
Imported.  
14.94 was 14.00 now 9.99

PERFUME PEN  
It's not an actual pen, but an exquisite  
perfume holder. Measuring only 4 1/2" long, it holds a  
month's supply of your favorite fragrance. Plated in  
14k gold and comes in a handy black carrying pouch.  
12829 was 19.99 now 9.99

14k Gold-Plated

OSCAR DE LA  
RENTA  
1.7 oz. (50 ml) Perfume.  
Imported.  
11.29 was 22.00  
now 14.99

HALSTON  
1.25 oz. (4 ml)  
Perfume.  
Made in USA.  
11.99 was 27.00  
now 9.99

ESCAPE BY  
CALVIN KLEIN  
1.5 oz. (40 ml) Perfume.  
Made in USA.  
12.99 was 46.00  
now 19.99

GIO BY GIORGIO ARMANI  
1.7 oz. (50 ml) Eau de Parfum. Splash.  
Imported.  
229.12 was 30.00 now 19.99

DRAGKAR BOIR BY  
GLY LAROCHE  
1.7 oz. (50 ml) Eau de Toilette.  
Imported.  
11.98 was 20.00 now 12.99

RED II BY GIORGIO  
BEVERLY HILLS  
1.6 oz. (45 ml) Perfume.  
Made in USA.  
201.23 was 45.00 now 19.99

ANGEL BY  
THERY MAUGER  
1.6 oz. (45 ml) Eau de Parfum.  
Splash. Imported.  
23.85 was 45.00 now 24.99

ORDER TOLL FREE  
1-800-293-3106

### Billing Insert or Statement Stuffer

# Plus, 8 other highly successful promotions

**Now There's a Remarkable Scientific Discovery That Lets You Look Younger and More Beautiful Without the Pain and Expense of Cosmetic Surgery!**

LINES AND WRINKLES SEEM TO VANISH LIKE MAGIC!

**LOOK AT THESE UNRETouched PHOTOS**

**Here's Dramatic Proof!**

**YOUTHFUL SECRETS BY SETA**

Here are actual, unretouched photos of a woman before and after using Youthful Secrets. The text describes the product's benefits for skin health and appearance.

## Lines Begin to Disappear Almost 30 Days You Could See a New, Youthful Face in Your Mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

**Read These Unsolicited Comments From Our Huge Case History**

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

## Yes, It's Better Than a Facelift! And Youthful Secrets is Improved with an Expensively Formulated New PABA-free Sunscreen!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

...lines begin to disappear almost 30 days you could see a new, youthful face in your mirror!

**SPECIAL LOW INTRODUCTORY PRICE**

On Our Professionally Formulated Two-Part AM&PM System!

**Special Low Price on the Two-Part AM&PM System!**

0101 One Month Supply AM & PM	\$19.95
0102 Two Month Supply AM & PM	\$35.95
0103 Three Month Supply AM & PM	\$49.95

**Free Bonus Gift**

You now receive a special gift that will help you on your healing journey and beautiful 15 years free with an order of two or three month supply of Youthful Secrets AM/PM System.

These single subject flyer promotions can be wrapped within a sweepstakes, they can be used in a buy-one-and-get-one-free promotion or they can be used in other aggressive marketing wraps which Seta can show you.

Seta also offers other successful merchandise flyer promotions using the same turnkey program as our PalmBeach Jewelry catalog. These single subject flyer promotions can be wrapped within a sweepstakes, they can be used in a buy-one-get-one-free promotion or they can be used in other aggressive marketing wraps which Seta can show you.

### Listed below, with samples attached, are the most successful of these promotions:

1. World Famous Perfumes – Our versions of the world's most expensive and famous perfumes.
2. Youthful Secrets – Makes lines and wrinkles seem to vanish like magic.
3. Youthful Secrets – Breakthrough formulas in health and beauty aids.
4. The Famed Bangkok Ruby – Hand-cut and faceted

- simulated rubies.
5. Heavenly Thoughts Collection – A unique selection of inspirational treasures.
6. Royal Inoori – Genuine freshwater pearl collection.
7. Designer Fragrance Outlet – A spectacular collection of the world's most popular fragrances.
8. International Fashions –
  - A. A sampling of our famous costume jewelry collection. Promotion code: **CZ**
  - B. The best selling fashion costume jewelry shown with World Famous Perfumes. Promotion codes: **CP, RP and JP**.
  - C. Fashion costume jewelry including birthstone items. Promotion code: **CH**
  - D. Our Holiday Jewelry Collection version. Promotion code: **HJ**

**Presenting THE FAMED SIMULATED BANGKOK RUBY**

**SAVE 50%**

On These Luxurious Settings For Your Most Extraordinary One-Carat And Two-Carat Magnificently Hand-cut, Famed Simulated Bangkok Rubies

**Comparable Jeweler's Prices in London, Paris, Rome, New York for jewelry set with mined rubies range from \$2,325.00, \$4,700.00 to \$9,100.00**

**YOU PAY AS LOW AS \$19**

For These Exquisite Jewelry Designs Set With The Famed Simulated Bangkok Ruby

...so real, you need a jeweler's eyepiece to tell the difference.

Photo enlarged to show detail.



**Our unique turnkey business programs involve little effort and no advertising investment on your part. But, there are a few requirements.**



## Requirements for implementation

Yes, our programs are simple, easy, convenient and profitable. However, there are a few requirements:

### **Your company must have:**

- ✓ Drop-ship capabilities (either in-house or via third-party solutions like VendorNet or Commerce Hub).
- ✓ The ability to capture and forward, through your drop ship system, the product customization parameters. This can be a single field. It will contain the PalmBeach Jewelry product number, SKU code and all personalization data.
- ✓ Electronic means to send/receive order data, shipping status, etc. EDI is preferred.
- ✓ The ability to map our categories (rings, bracelets, necklaces, etc.)
- ✓ Someone available to set our items up in your system and cross-reference our item numbers.

### **On-web programs:**

In addition to those items already listed:

1. We will require a link on your home page.
2. A banner, on your home page promoting jewelry and/or fragrances available on your web site.
3. At least 2 emails per month promoting jewelry and/or fragrances. (These can be banners in your regular emails.)
4. On-page program to support/promote the on-web program. (Or we will need to insert a blow-in or bind-in into your catalog to let your customers know that you now offer jewelry and/or fragrances. We will pay for print and paper, you will pay to insert.)
5. Checkout is done on your site.

### **Microsite programs:**

In addition to those items already listed:

1. We will require a link on your home page.
2. PalmBeach Jewelry can use your site's headers and footers to present a seamless site presentation to your customers. It appears to them that they have never left your site. (We support pulling headers and footers dynamically or statically.)
3. Links to our microsite can be placed anywhere on your site. They can redirect to specific categories (rings, watches, bracelets, etc.) on our site or directly to our "Homepage" for the full selection.
4. A banner, on your home page promoting jewelry and/or fragrances available on your web site.
5. At least 2 emails per month promoting jewelry and/or fragrances. (These can be banners in your regular emails.)
6. On-page program to support/promote the on-web program. (Or we will need to insert a blow-in or bind-in into your catalog to let your customers know that you now offer jewelry and/or fragrances. We will pay for print and paper, you will pay to insert.)
7. You only need to set up one item number for each major category we offer such as Watches, Fragrances, Rings, Bracelets, etc. This will provide a basic description of the drop ship item throughout your customer service and order processing systems.
8. When the customer selects "Add to Cart", our site will redirect back to your site, passing parameters which define your item number, the PalmBeach Jewelry product, it's selections (size, color, etc.), price, your cost, image URL and detail page URL.
9. Checkout is done on your site.