



**Sign-up to accept American Express® Cards at 2.60%
Call 1-877-810-1538 today and
Mention Distribution America account #312-446-1732**

Dear Distribution America,

Great news! Through Distribution America, we can now offer you the ability to welcome American Express Cards at a lower discount rate than you would receive on your own.¹

Why welcome American Express Cards?

For one simple reason: it can help bring you **incremental business**.

Cardmembers spend more In 2007, American Express® Cardmembers spent over \$87 million at Distribution America locations, with an average charge of \$210 on the Card.²

Card acceptance matters in the Home Improvement market American Express Cardmembers charged over \$12 billion within the home improvement industry in 2007, up 4% from 2006.²

Corporate spending increases profits.... 44% of American Express's transactions with Distribution America are on Corporate and Small Business Cards.² The average American Express Corporate/Small Business Card charge on these transactions is \$281, 60% higher than our average Consumer transaction.² Many corporations and small businesses mandate the use of American Express Cards for business related expenses so if you are not accepting American Express Cards, you may be missing incremental revenue.

Rewarding loyal customers keeps them coming back...

Cardmembers enrolled in rewards programs can earn points, miles, or cash back by using their eligible, enrolled Card at your business. 95% of American Express spend at Distribution America retailers is from rewards program enrollees.

Take advantage of the opportunity to obtain the Distribution America 2.60%¹ rate as a member retailer and gain access to American Express's valuable Cardmember base.

Contact Wendy Radtke, our American Express Account Manager at 877-810-1538

Best Regards,

Cindy Finney
Chief Financial Officer

¹ Your affiliation with Distribution America enables you to receive a 2.60% discount rate as long as you submit charges through a terminal. American Express will pay you within 3 business days of receiving your charges. If you already accept American Express Cards and are not receiving the 2.60% discount rate, simply call 1-877-810-1538 to have your rate adjusted.

² American Express internal sources, 2007.