

## *Rules and Information*

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**The Pictura Premier Rewards Program** offers an opportunity for customers to receive exclusive promotions, introduction discounts, dating, free freight and guaranteed sales on seasonal cards. Any Pictura customer without special terms can participate in this program as long as they meet the minimum net annual wholesale requirements.

There are three levels in the Pictura Premier Rewards Program; Bronze, Silver and Gold with the following requirements:

**Bronze: \$750 annual net sales**

**Silver: \$2,500 annual net sales**

**Gold: \$5,000 annual net sales**

The customer can purchase any product available from Pictura such as greeting cards, gifts, party products and gift wrap in order to reach the premier levels.

The program will be updated and evaluated by Pictura's corporate office on a quarterly basis. Therefore, the customer needs to be active and maintain the annual wholesale requirements in order to keep its status.

The annual sales will be calculated as the Net sales (Gross sales - credits issued) from the past 12 months, and is calculated 4x per year.

After each evaluation, if you do not meet the requirement for your current level, we will inform you, and allow one full quarter to reach the required net sales in order to remain at your current rewards level. If the level is not attained at the next evaluation, the Premier status will change to reflect your current net sales level.

There will be an annual credit cash-back awarded with the Gold level. The credit cash back is only eligible for Gold customers at the end of each year, provided that you have no past invoices due. The annual credit cash-back is based on annual net sales at the end of the year, and you as a customer must be gold level at the third evaluation of the year to qualify. The first payment will be issued at the end of 2021.