January 4, 1973

To All OPEO Dealers and Distributors:

SUBJECT: 50/50 ADVERTISING CO-OP FOR 1973

We are receiving a tremendous response to our 1973 Co-op Advertising Program and feel that coordinated with our national program, the Elec-Trak tractor's market acceptance will continue to accelerate.

However, along with the tear sheets and radio affidavitts we are also receiving many unpaid copies of invoices. In order to credit you for your advertising, we must have copies of the Paid invoices.

Enclosed you will find advertising co-op forms for our 1973 program. Please read the instructions carefully before filling them out.

Remember—you must submit both the green and yellow forms number GEZ-5010B for prior approval before we can authorize any co-op dollars. We will return the yellow copy to you for your records. Then just submit the white form, GEZ 5010C with your paid invoices.

If you have any questions, or need more forms, please contact Tom Wells or me. We are glad to note the increase in Elec-Trak promotion and will be more than happy to credit your share.

Sincerely,

J. M. Sherwood, MANAGER
MARKET COMMUNICATIONS

cc: B. R. Laumeister
Marketing Staff
OPEO Field Management and Sales
A & SP

Enclosures
CO-OP ADVERTISING APPROVAL REQUEST
FROM DEALER TO GE

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

DEALER'S NAME ________________________________
ADDRESS _________________________ _____________
CITY, STATE ___________ ZIP ________

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

May I please have GE approval for the following:

<table>
<thead>
<tr>
<th>PLANNED DATE</th>
<th>PRODUCT</th>
<th>PROMOTION INDICATE NEWSPAPER, TV RADIO, ETC.</th>
<th>INCHES LINES OR SPOTS</th>
<th>RATE</th>
<th>NUMBER OF TIMES</th>
<th>TOTAL ESTIMATED COST</th>
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NOTE: "Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, including the Advertising Guide referred to in the Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

Prepared by Dealer __________________ (date)
Dealer's Signature __________________ (date)
Approved by [GE] and returned to dealer __________________ (date)

DEALER MUST SUBMIT FOR APPROVAL TO MANAGER-ADVERTISING & SALES PROMOTION.

IMPORTANT

All claims against this commitment MUST be made by dealer on GEZ-5010C WITHIN 30 days following close of month for which advertising has been billed to dealer.

GEZ-5010B

GENERAL ELECTRIC
CO-OP ADVERTISING APPROVAL REQUEST
FROM DEALER TO GE

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

DEALER'S NAME
ADDRESS
CITY, STATE ZIP

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

May I please have GE approval for the following:

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<tr>
<th>PLANNED DATE</th>
<th>PRODUCT</th>
<th>PROMOTION INDICATE NEWSPAPER, TV RADIO, ETC.</th>
<th>INCHES LINES OR SPOTS</th>
<th>RATE NEWSPAPER OTHER</th>
<th>NUMBER OF TIMES</th>
<th>TOTAL ESTIMATED COST</th>
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Prepared by Dealer (date)
Dealer's Signature (date)
Approved by (GE) and returned to dealer (date)

DEALER MUST SUBMIT FOR APPROVAL TO MANAGER-ADVERTISING & SALES PROMOTION.

IMPORTANT

All claims against this commitment MUST be made by dealer on GEZ-5010C WITHIN 30 days following close of month for which advertising has been billed to dealer.

GEZ-5010B

GENERAL ELECTRIC
CO-OP ADVERTISING CLAIM REPORT
FROM DEALER TO GE

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

DEALER'S NAME

ADDRESS

CITY, STATE Zip

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

Prior approval has been obtained for the following:

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<th>DATE</th>
<th>PRODUCT</th>
<th>PROMOTION INDICATE NEWSPAPER, TV RADIO, ETC.</th>
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TOTAL $  

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Prepared by Dealer (date)

Dealer's Signature (date)

Approved by (GE) and returned to dealer (date)

DEALER MUST SUBMIT FOR APPROVAL TO MANAGER-ADVERTISING & SALES PROMOTION FOR REIMBURSEMENT.

FOR PAYMENT
DEALER MUST SUBMIT:
1. AD CLAIM REPORT: (Entire Form)
2. COPY OF ALL BILLS.
3. COPY OF ALL AD TEARSHEETS, (FULL PAGE AND DATED).
   photos of exhibits, affidavits of TV/radio time, etc.

IMPORTANT
All claims against this commitment MUST be made by dealer WITHIN 30 days following close of month for which advertising has appeared.

GENERAL ELECTRIC

GEZ-5010C 11/72