CO-OP ADVERTISING CLAIM REPORT
FROM DEALER TO GE

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

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.

DEALER'S NAME ____________________________________________
ADDRESS ________________________________________________
CITY, STATE __________________________ ZIP _____________

Prior approval has been obtained for the following:

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<tr>
<th>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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TOTAL $ __________

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 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.

GEZ-5010C
11/72