

Pubnet is pleased to introduce **Instant Response™**, a new ordering program that provides retailers with instant purchase order acknowledgments for orders placed with the following publishers:

- Hachette Book Group (SAN 8525463)
- HarperCollins Publishers (SAN 2002086)
- Holtzbrinck Publishers (SAN 8525587)
- Penguin Group (USA) (SAN 8525455)
- Random House (SAN 8525579)
- Simon & Schuster (SAN 8525471)

Be sure to update your POS Vendor file with these Special Instant Response SAN's.

Pubnet's Instant Response functionality is also designed to provide retailers with an alternative to the direct electronic order ("DEO") dial-up ordering systems currently offered by many POS vendors. Many of these systems will be discontinued with the introduction of ISBN-13 in January 2007 and may no longer be supported by publishers.

Instant Response is ISBN-13 compliant and operational with Pubnet's dial-up and FTP technologies. **Instant Response** works by integrating Pubnet technology already built into retail POS systems with PubEasy's interface directly into publisher's back office systems.

Additionally, through **PubEasy.com**, PubEasy provides retailers with real-time price and availability checking, order status and backorder status and electronic ordering with immediate confirmation from many of the leading book publishers. PubEasy also features electronic invoice requests and backorder cancellation requests.

To participate, retailers will need to have a SAN as well as memberships in both Pubnet and PubEasy, and accounts need to be validated with each publisher. Your costs are as follows:

- \$150 for both a Pubnet membership and a SAN registration (a \$75 savings)
- \$75 for a Pubnet membership if a retailer already has a SAN
- PubEasy membership is always free for retailers
- There are NO extra fees for retailers who already have Pubnet membership (call Bruce Miller to check if you have questions)

For more information, contact Bruce Miller, US Sales Executive Pubnet/PubEasy, at 908-219-0053 or bruce.miller@bowker.com.

Instructions for Registering for Pubnet Instant Response

There are 4 requirements for taking part in Pubnet Instant Response

- Valid SAN
- Pubnet Account
- PubEasy Account and have ordering capabilities with the six publishers
- Update your POS Vendor File with the Special Instant Response SANs

After you have completed these 4 requirements, please notify us so that we can instruct you on the ordering process.

SAN:

If you don't have a SAN, please fill out the SAN Application. (Page 3)
Paying by credit card will expedite the request.

Pubnet:

If you do not have a Pubnet Account please fill out the Pubnet Bookstore Agreement (Page 4) and Retailer Registration. (Page 6)

Pubnet Credit Card Application for you convenience is on page 5

If you already have a Pubnet account, please fill out the Pubnet Retailer Registration so that we may update your information. (Page 6)

PubEasy:

If you have not registered on PubEasy, go to <http://register.pubeasy.com/books/owa/register>. Please include you SAN on your registration.

If you think you have registered for PubEasy, but do not remember you PIN (PubEasy Identification Number) or Password:

Go to http://register.pubeasy.com/books/owa/publib_account.account_retrieve.

Before placing any Instant Response orders, please login to each of the publishers sites on www.pubeasy.com to confirm that you see place orders on their PubEasy menu.

Please fax back all forms to 908-219-0195.



STANDARD ADDRESS NUMBER--UNITED STATES AGENCY

International Standard Numbering System for the Information Industry

630 Central Avenue, New Providence, New Jersey 07974

Email: san@bowker.com FAX: 908-219-0188

R.R. Bowker LLC, a Cambridge Information Group company

SAN Pubnet Request

Please include all information below. SAN orders must contain complete addresses and bill to information. This order may contain requests for more than one store, provided all information is complete. Order will not be processed if complete Bill To information is missing.

Payment Process: Express (\$75)

Company Name/Number:

Store Name (if different or in addition to above):

Street Address:

City:

State:

Zip Code:

Payment Information

Contact Name:

Tel. Number:

Email:

Type of Card: _____ American Express _____ Visa _____ Master Card _____ Discover

Card Holder Name: _____

Account #: _____ Expiration Date: _____

Please note all fees are non-refundable. If paying by check or money order, make payable to R.R. Bowker.



Pubnet Bookstore Agreement

Bookstore San Number: _____
Bookstore Telephone Number: _____

The undersigned BOOKSTORE hereby requests that Pubnet LLC (the "Company"), validate it for use of the network-based information service(s) initialed on the Registration form on the reverse side of this Agreement (each, a "Service," and collectively, the "Services").

SERVICES

BOOKSTORE ACKNOWLEDGES THAT THE COMPANY IS AN AUTHORIZED RESELLER OF THE SERVICES AND THAT (i) GLOBAL EXCHANGE SERVICES, INC. FORMERLY KNOWN AS GE INFORMATION SERVICES, INC. ("GXS") IS THE DEVELOPER AND OWNER OF THE ENTERPRISE SYSTEM (THE "ENTERPRISE SYSTEM") WHICH MANAGES AND OPERATES THE SERVICES' ELECTRONIC MAILBOX SYSTEM AND IS THE EXCLUSIVE HOLDER OF ALL PROPRIETARY RIGHTS OF THE ENTERPRISE SYSTEM AND (ii) THE COMPANY IS THE OWNER AND DEVELOPER OF THE ELECTRONIC INTERFACES (THE "COMPANY INTERFACES") TO THE PUBNET™ SYSTEM AND IS THE EXCLUSIVE HOLDER OF ALL PROPRIETARY RIGHTS IN THE COMPANY INTERFACES. BOOKSTORE AGREES THAT ITS USE OF THE AFORESAID SERVICES, ENTERPRISE SYSTEM, AND COMPANY INTERFACES WILL BE SUBJECT TO THE TERMS AND CONDITIONS WHICH ARE STATED HEREIN AND THE BOOKSTORE USAGE TERMS AND CONDITIONS, ATTACHED HERETO, INCLUDING WITHOUT LIMITATION, THE STATED WARRANTY DISCLAIMERS AND LIABILITY EXCLUSIONS AND LIMITATIONS.

BOOKSTORE FURTHER ACKNOWLEDGES AND AGREES THAT BOOKSTORE'S USE OF THE COMPANY INTERFACES SHALL BE LIMITED TO BOOKSTORE USE OF THE SERVICES IN ACCORDANCE WITH THE TERMS HEREOF AND THE BOOKSTORE USAGE TERMS AND CONDITIONS WHICH ARE STATED IN THE ATTACHMENTS HERETO AND THAT BOOKSTORE SHALL BE PROHIBITED FROM COPYING, DOWNLOADING OR REVERSE ENGINEERING THE COMPANY INTERFACES OR ANY PROGRAMS OR MACHINE OR HUMAN READABLE CODE RELATING TO OR PART OF THE SERVICE OR THE FORMATS OF THE COMPANY INTERFACES FOR ANY REASON WHATSOEVER.

THE COMPANY, THROUGH ITS SERVICE CENTER, SHALL BE BOOKSTORE'S PRIMARY CONTACT FOR THE PROVISION OF INITIAL RESPONSE TO ALL MATTERS RELATING TO THE PROCUREMENT AND OPERATION OF THE SERVICES THROUGH ITS SERVICE CENTER, REQUESTS FOR INFORMATION, PROBLEM IDENTIFICATION AND PROBLEM RESOLUTION. THE COMPANY WILL SUPPLY BOOKSTORE WITH A DIRECTORY OF THE APPROPRIATE CONTACT PERSONNEL OF THE COMPANY FOR ALL MATTERS RELATING TO THE SERVICES TO BOOKSTORE PURSUANT TO THIS AGREEMENT.

THIS AGREEMENT, TOGETHER WITH (I) THE REGISTRATION FORM ON THE REVERSE SIDE HEREOF, (II) THE BOOKSTORE USAGE TERMS AND CONDITIONS, AND (III) THE BOOKSTORE PRICE SCHEDULE, ALL OF WHICH ARE INCORPORATED HEREIN BY REFERENCE CONTAINS THE ENTIRE AND ONLY UNDERSTANDING AND AGREEMENT OF THE PARTIES CONCERNING OR RELATING TO THE SERVICES AND SUPERSEDES AND REPLACES ALL PRIOR AGREEMENTS RELATING TO THE PROVISION OF SIMILAR AND PREDECESSOR SERVICES BY THE COMPANY OR GXS TO BOOKSTORE. THE TERMS AND CONDITIONS CONTAINED IN ANY PURCHASE ORDER FORM WHICH MAY BE SUBMITTED BY BOOKSTORE FOR THE SERVICES WILL NOT BE APPLICABLE OR EFFECTIVE EVEN IN RECEIPT OF SUCH DOCUMENT IS ACKNOWLEDGED BY THE COMPANY.

(BOOKSTORE)

By: _____
(Authorized Signature)

(Print Signer's Name)

Title: _____

Date: _____

Pubnet™ is a trademark of Pubnet LLC



PUBNET INSTANT RESPONSE INITIATION FEE

CHARGE AUTHORIZATION

Your Name: _____

Company Name: _____

Amount of Charge: **\$75** Today's Date: _____

Credit Card Payment Type: American Express MasterCard Visa

Card Number: _____

Expiration Date: _____

Name as it appears on Card: *(Please Print)* _____

Signature: _____

Your account will not be set-up until payment is received by check or until your credit card has been processed.

**** Make Check Payable to Pubnet - Attention: Pubnet Sales – 630 Central Avenue, New Providence, NJ 07974**

Fax this form to 908-219-0195 with you bookstore agreement and registration

Pubnet® Retailer Registration

Company Name:			
SAN #:		PubEasy PIN	
<p>The Standard Address Number (SAN) is a unique seven-digit identifier used to signify a specific address of an organization in (or served by) the publishing industry. If you need a SAN number or do not know your SAN number, visit www.isbn.org/ and click on links to the SAN Agency for more information.</p>			
Company Contact Information:			
Billing Information:		Shipping Information (if different from billing):	
Street Address:		Street Address:	
City		City	
State/Province	Zip/Postal Code	State/Province	Zip/Postal Code
Company Web site / URL			
Contacts:	Name:	Phone:	E-mail:
Store Owner/ Manager			
Technical Contact:			
Billing Contact:			
Buyer:			
Which of the following best describes your business? (Check one)			
<input type="checkbox"/> Chain		<input type="checkbox"/> Independent Retailer	
<input type="checkbox"/> Wholesaler/Distributor		<input type="checkbox"/> Franchise	
Which of the following will be your primary trading community? (Check one)			
<input type="checkbox"/> US Trade & Higher Education		<input type="checkbox"/> US Christian Products	
		<input type="checkbox"/> Canadian Trade & Higher Education	
Do you have a POS system / textbook management system? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, please specify: (Check one)			
<input type="checkbox"/> Booklog	<input type="checkbox"/> Computac	<input type="checkbox"/> Missouri Book System	<input type="checkbox"/> Ratex Business Solutions
<input type="checkbox"/> Book Manager (Canada)	<input type="checkbox"/> Follett Campus Resources	<input type="checkbox"/> Nebraska Prism	<input type="checkbox"/> Revelation Retail
<input type="checkbox"/> Bookstore Manager (ECPA)	<input type="checkbox"/> IBID	<input type="checkbox"/> Nebraska WinPrism	<input type="checkbox"/> Sequoia Retail Systems
<input type="checkbox"/> BudgetText	<input type="checkbox"/> IRT	<input type="checkbox"/> POS Support	<input type="checkbox"/> Wordstock
<input type="checkbox"/> Other Please specify: _____ If "Other," please provide information about the following: Communication Software _____ EDI Software/Translator _____			
How will you connect to Pubnet? (Check one) <input type="checkbox"/> Async/HPN Dialup <input type="checkbox"/> FTP via Internet			