



Special Limited Time Offer:  
Net More Business – At No More Cost.

IBM is giving you an opportunity to get  
a great deal of e-commerce value:

Generate more leads  
with a VerticalNet Online Storefront.

Help yourself to get growing in e-business

Whether you're establishing or expanding your e-business plans, you can count on getting a great deal with IBM and (IBM Business Partner Name).

With a limited time offer, IBM is teaming with VerticalNet, Inc., one of the leading owners and operators of online business communities on the Internet, to put online businesses in the best position to hit prime selling targets and net more business – a Storefront in the VerticalNet community serving their industry.

Help yourself to a stronger selling position

With a VerticalNet Storefront, you'll gain greater Web presence and increased business prospects quickly and easily:

- *By opening a 24-hour information and lead-generation center* in a busy online location — a leading center for business on the Internet
- *By putting product information where the customers are* — everyone from executives to engineers – exactly the audience you want to reach
- *By giving prospects fast, easy ways to get more information* — and opening a direct channel for getting detailed sales leads quickly via e-mail

Help yourself to 100% value at 0% cost

IBM and (IBM Business Partner Name) are literally giving away the store. Between now and June 30, you can get a **completely outfitted VerticalNet Storefront for a full year – a \$7500 value – at no charge.\*** It's as simple as making a phone call.

Because you're a valued customer, we're committed to your e-business success. We want to help you build it with an extra dimension of Web presence – at no extra cost. It's one of a series of e-business-boosting offers to come from IBM and VerticalNet – and one more way IBM and (IBM Business Partner Name) are doing all we can to keep your e-commerce initiative growing strong.

All you need to do is ask – but do it soon.

Since a *limited number* of Storefronts will be offered, they'll be awarded on a first-come, first-served basis. Act now to take advantage of this special opportunity. Contact (Business Partner Name) today, or call XXX-XXX-XXXX – and apply for a VerticalNet Storefront today!

\* Certain terms and conditions apply. For more details, contact (IBM Business Partner Name).