

ANNOUNCEMENT LETTER NUMBER
502-174

DATE OF ANNOUNCEMENT (year-month-day)
20020820

TYPE OF ANNOUNCEMENT
Partners

TITLE OF ANNOUNCEMENT
IBM Independent Grocer Tradeshow Support Incentive

BRIEF DESCRIPTION OF ANNOUNCEMENT, CHARGES, AND AVAILABILITY

THE OFFER

For a limited time only, eligible IBM Business Partners can receive an incentive payment of \$1,000 if they demonstrate an eligible IBM Independent Grocer product configuration at a qualifying wholesaler tradeshow.

Each eligible Business Partner can receive a maximum of two incentive payments for demonstrating at two different qualifying wholesaler tradeshows.

For a list of qualifying wholesalers and eligible products, refer to the Qualifying/Eligible Products section.

START AND/OR END DATES

Qualifying wholesaler tradeshow start dates must occur on or after August 20, 2002, but no later than June 27, 2003.

WHO IS ELIGIBLE?

The following IBM Business Partners are eligible for this incentive:

- Solution Providers who acquire products directly from IBM
- Solution Providers who acquire IBM products from IBM Business Partner -- Distributors
- Systems Integrators

IBM Business Partner -- Distributors are responsible for making their IBM Business Partner -- Solution Providers aware of this incentive.

IBM Business Partners who are operating under the Solution Provider -- Complementary Marketing or Systems Integrator -- Complementary Marketing terms are not eligible for this incentive.

WHERE IS IT AVAILABLE?

This incentive is available only in the United States (including Puerto Rico).

PRODUCT NUMBER(S) AND/OR NAME(S)

5799-RPH
4800 4800-24S 4800-S33
4694 4694-24S
4610 4610-T14

OVERVIEW (Highlights, Description)

QUALIFYING/ELIGIBLE PRODUCTS

Qualifying Wholesalers
Associated Food Stores
Associated Grocer -- Louisiana
Associated Grocer -- Miami
Associated Grocer -- Seattle
Associated Wholesale Grocer
Certified Grocers
Fleming
Grocer Supply
MDI
Nash Finch
Piggly Wiggly -- (Carolina's and Birmingham)
Rich Foods
SuperValu
United Retail Grocers (URG)
United Western Grocers (UWG)
White Rose

Eligible Products

DESCRIPTION	PROGRAM NUMBER	MACHINE TYPE	MODEL	RPQ/PRPQ NUMBER
Configuration #1				
IBM ACE Independent Grocer Store Software	5799-RPH			P85641
AND				
Independent Grocer Controller Offer		4800	24S	8Q1910
OR				
Independent Grocer Controller Offer		4694	24S	8Q1910
AND				
Bundled 4610-T14 with USB Long Cable		4610	T14	8Q1917
OR				
with RS232 Long Cable		4610	T14	8Q1918

Configuration #2			
IBM ACE Independent Grocer Store Software	5799-RPH		P85641
AND			
Independent Grocer Terminal Offer	4800	S33	8Q1909
OR			
Independent Grocer Terminal Offer	4694	24S	8Q1909
AND			
Bundled 4610-T14 with USB Long Cable	4610	T14	8Q1917
OR			
with RS232 Long Cable	4610	T14	8Q1918

ADDITIONAL INFORMATION/CONDITIONS

In order to receive an incentive payment, complete the IBM Independent Grocer Tradeshow Support Incentive Payment Request Form for each qualifying wholesaler tradeshow and fax it, along with requested documentation, no later than July 31, 2003, to:

Nancy Greene
 Fax: 803-328-0667

The requested documentation includes:

- a copy of the qualifying wholesaler tradeshow prospectus
- a copy of the booth registration form or exhibit contract
- a list of leads generated at the qualifying wholesaler tradeshow and projected revenue for each lead

IBM reserves the right to modify or withdraw this incentive at any time.

This incentive is subject to the terms and conditions of any applicable Agreements.

ORDERING INFORMATION

Follow normal ordering procedures for this incentive.

DISCOUNT MAXIMUMS

This incentive can be combined with applicable discounts on the eligible products that are specified in the Business Partner Exhibit of the IBM Business Partner Agreement. It cannot, however, be combined with any other IBM discount, credit, rebate, special bid, or bonus on the eligible products.

NEED HELP?

Questions pertaining to this incentive should be directed to PartnerLine at 800-426-9990.

IBM INDEPENDENT GROCER TRADESHOW SUPPORT INCENTIVE PAYMENT FORM

To qualify for an incentive payment of \$1,000, you must have demonstrated an eligible IBM Independent Grocer product configuration at a qualifying wholesaler tradeshow.

Each eligible Business Partner can receive a maximum of two incentive payments for demonstrating at two different qualifying wholesaler tradeshows.

Qualifying Wholesalers

- Associated Food Stores
- Associated Grocer -- Louisiana
- Associated Grocer -- Miami
- Associated Grocer -- Seattle
- Associated Wholesale Grocer
- Certified Grocers
- Fleming
- Grocer Supply
- MDI
- Nash Finch
- Piggly Wiggly -- (Carolina's and Birmingham)
- Rich Foods
- SuperValu
- United Retail Grocers (URG)
- United Western Grocers (UWG)
- White Rose

Eligible Products

DESCRIPTION	PROGRAM NUMBER	MACHINE TYPE	MODEL	RPQ/PRPQ NUMBER
Configuration #1				
IBM ACE Independent Grocer Store Software	9-RPH			P85641
AND				
Independent Grocer Controller Offer		4800	24S	8Q1910
OR				
Independent Grocer Controller Offer		4694	24S	8Q1910
AND				
Bundled 4610-T14 with USB Long Cable		4610	T14	8Q1917
OR				
with RS232 Long Cable		4610	T14	8Q1918

Configuration #2			
IBM ACE Independent Grocer Store Software	5799-RPH		P85641
AND			
Independent Grocer Terminal Offer	4800	S33	8Q1909
OR			
Independent Grocer Terminal Offer	4694	24S	8Q1909
AND			
Bundled 4610-T14 with USB Long Cable	4610	T14	8Q1917
OR			
with RS232 Long Cable	4610	T14	8Q1918

1. The incentive payment is only valid for demonstrations conducted at qualifying wholesaler tradeshows with start dates that occur on or after August 20, 2002, but no later than June 27, 2003.
2. As proof of demonstration at a qualifying wholesaler tradeshow, fax the following along with this completed form:
 - a copy of the qualifying wholesaler tradeshow prospectus
 - a copy of the booth registration form or exhibit contract
 - a list of leads generated at the qualifying wholesaler tradeshow and projected revenue for each lead
3. To qualify for an incentive, this completed and signed form, along with requested documentation, must be faxed no later than July 31, 2003, to:
 - Fax: 803-328-0667
 - e-mail: nagreene@us.ibm.com
 - Attn: Nancy Greene
4. Allow up to eight weeks for your payment check to arrive.
5. This incentive is void wherever prohibited or restricted by law.
6. IBM reserves the right to modify or withdraw this incentive at any time.

To receive your incentive, complete the following:

Eligible Products Configuration number demonstrated: _____
(indicate number 1 or 2)

Name of Qualifying Wholesaler: _____

Business Partner Name (please print): _____

Contact: _____

Address: _____

Mailing Address (if different): _____

City: _____ State: _____

Zip Code: _____

E-mail Address: _____

Daytime Phone: _____

I certify by my signature that the information I have entered on this Request Form is accurate and complete and that submission of this form is in accordance with the incentive instructions.

Signature: _____ Date: _____

Name (please print): _____