

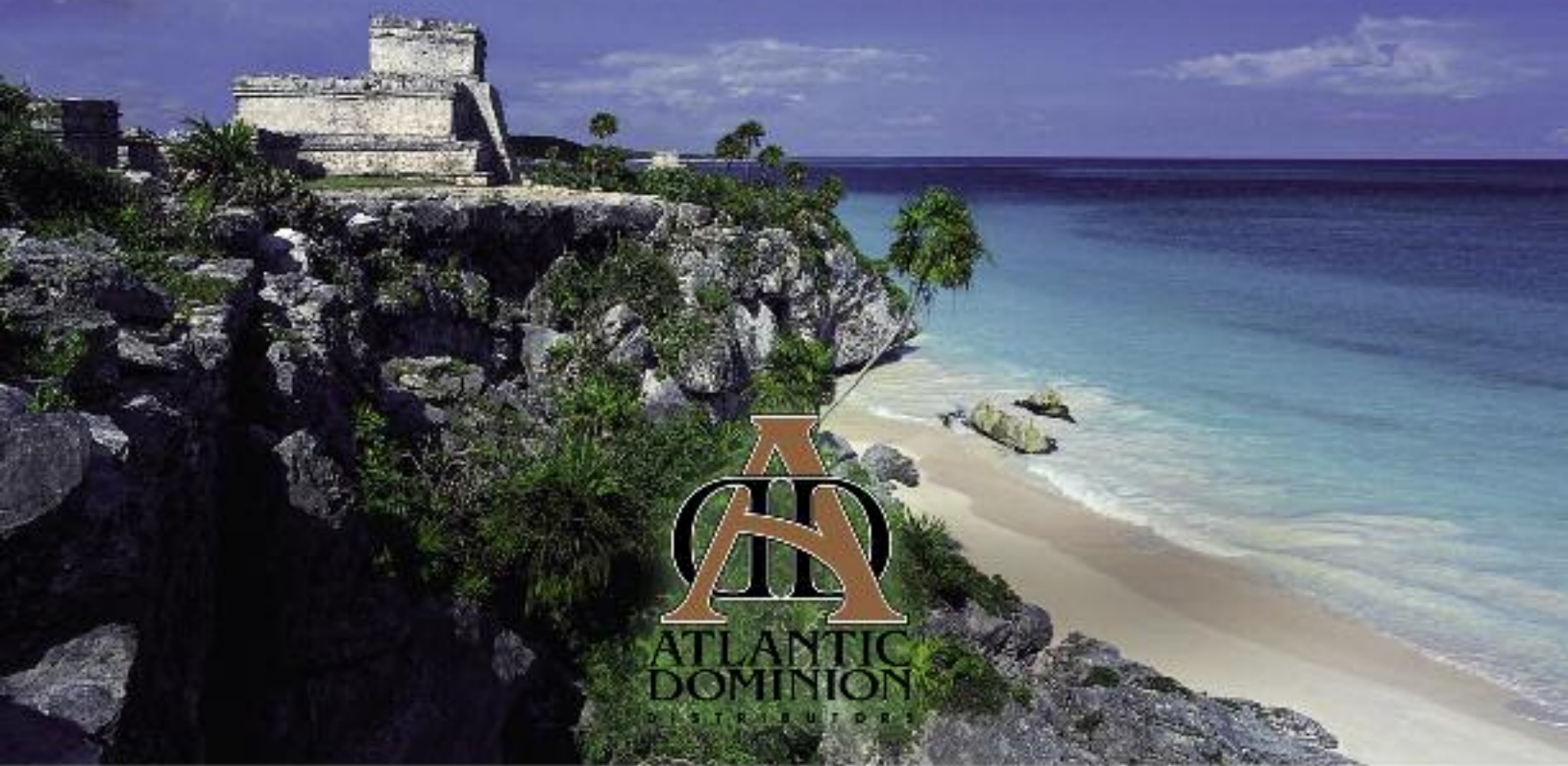
MARKETING INCENTIVE PROGRAM 2011



RIVIERA  
MAYA

# PARTNER

REWARDS PROGRAM



## Dear Valued Customer,

Atlantic Dominion Distributors and supporting vendors are offering you a unique opportunity to win a trip for two to beautiful Riviera Maya, Mexico, through our 2011 Marketing Incentive Program. You can become a winner and join us in Riviera Maya, May 16-20, 2012.

All Atlantic Dominion Distributors' customers, in good standing during the promotion and at the time of the trip, are eligible to win. Participants must have prior approval from their organization. All organizations that specifically prohibit their operations from being involved in promotional trips are excluded from this program. You must be 21 years of age or older to travel.

Trips will be awarded over the course of the promotional period. The incentive promotion begins with sales on August 1, 2011, and ends on December 9, 2011. A drawing will be held each week and customers may win more than one trip during the promotional period.

### Here's how you could win!

Chances will be earned based on the weekly levels of purchases of vendor sponsored products. Chances will be based on products shipped, not ordered.

<b>\$300 - \$599</b>	<b>1 chance</b>	<b>\$600 - \$899</b>	<b>2 chances</b>
<b>\$900 - \$1199</b>	<b>3 chances</b>	<b>\$1200 +</b>	<b>4 chances</b>

Multi-unit chains are eligible on an individual basis only. Only purchases of items in the catalog qualify toward chances to win a trip. Review your catalog carefully for new and continued items.

### You must enroll in Atlantic Dominion Distributors' "Partner Rewards Program" to win!

Account Name \_\_\_\_\_ Acct # \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Atlantic Dominion Distributors Salesperson \_\_\_\_\_ Date \_\_\_\_\_

I have read, understand, and agree to the rules of this Marketing Incentive Promotion. Please enroll me in Atlantic Dominion Distributors' "Partner Rewards Program". Note: All trips must be taken at the designated time. Cash value cannot be substituted for a trip. Trip winners may be issued a 1099.

Entry forms and the official rules may be obtained by sending a self-addressed stamped envelope to Atlantic Dominion Distributors, Attn: Kevin Barney, 5400 Virginia Beach Blvd., Virginia Beach, VA 23462. Entries must be received by November 25, 2011. No purchase necessary. Void where prohibited.