

Ashlar-Vellum Channel Partner Newsletter February 2009

Reach for *Your Dream*

Ashlar-Vellum's new promotion *Reach for Your Dream* was launched this month. Press releases were sent to editors and analysts in the CAD industry and an email sent to our customer/prospect database.

Reach for Your Dream encourages entrepreneurial spirit among those who have been caught in the challenges of today's economy.

With a signed agreement and proof of unemployment, recent graduation, or the recent establishment of a new business, Ashlar-Vellum is offering a 3-month trial license to Cobalt along with a courtesy license to Graphite. After 3 months, with

the submission of two drawings or models for the Ashlar-Vellum website Gallery, participants are eligible for a 50% discount off the monthly rental price of any program for up to one year.

Unlike programs offered by our competitors, which allow use of their software in order to learn a new job skill, Ashlar-Vellum wants to inspire users to develop new

businesses or bring new products of their own to market. "It's more than just helping someone get a job," says Robert Bou, president of Ashlar-Vellum. "It's allowing all of us to help our economy grow."

If you know someone who would qualify for this new program, send them to www.ashlar.com for details and to download a special use agreement.



Payment Plan Offered



Through the month of February Ashlar-Vellum is test-marketing a payment plan for upgrades to permanent licenses. Just \$99.95 plus a \$10 processing fee is charged to the customer's credit cards each month until the upgrade price is completed.

This is a trial run in the US to see if it is a compelling offer for those

who would not otherwise spring for an upgrade in the current economy. If successful, the program will be set up on Plimus, our webstore associate. You will need to set up your website as an affiliate on Plimus so that when customers order their Ashlar-Vellum upgrades through you, you will get payments directly from Plimus each month.

Rentals Key to Success in Today's Economy

In the current economic situation rentals are becoming an extremely important sales tool. We've adjusted our prices for both monthly and yearly rentals of Xenon and Cobalt.

| Product | E-only Code | E-only Price |
|--------------------------------|-------------|--------------|
| Cobalt v8 e-only 1-yr rental | 9023 | \$1195.00 |
| Xenon v8 e-only 1-yr rental | 9025 | \$ 995.00 |
| Argon v8 e-only 1-yr rental | 9021 | \$ 395.00 |
| Graphite v8 e-only 1-yr rental | 8992 | \$ 395.00 |

Yearly Rentals

Yearly rentals can be ordered through our normal order processing procedure using the following product codes and retail pricing. Your standard margins apply.

Major upgrades are included in the rental price (electronic download only). Up to 50% of a customer's total rental fees may be applied towards 50% of the

permanent license price. Boxed sets of full materials are available separately for \$129.00 plus shipping, or a DVD only for \$8.25, plus shipping.

Monthly Rentals

Monthly rentals are handled through our webstore only. Every certified VAR was assigned an affiliate code shortly after the store went on line so that customers could order directly through you. The affiliate code is attached to the product code as indicated by XXXX below. If

you have signed up as an affiliate to our webstore, customers can activate their rental through you (or you can do it for them) and receive your commission check monthly directly from Plimus. Monthly rentals are electronic download only, no physical materials will be shipped. Boxed

sets of full materials are available separately for \$129.00 plus shipping, or a DVD only for \$8.25, plus shipping. First and last month rental are required to begin, then the monthly fee is automatically billed to the customer's credit card. Major upgrades are included in the rental price (electronic download only). The customer may cancel any time. No refunds will be issued. Up to 50% of the total rental fees may be applied toward 50% of the permanent license price.

| Product | E-only Code | E-only Price |
|-----------------------------------|--------------|---|
| Cobalt v8 e-only monthly rental | 1661237-XXXX | \$119.95 (\$218.90 first/last months on inception) |
| Xenon v8 e-only monthly rental | 1661243-XXXX | \$ 99.95 (\$ 198.90 first/last months on inception) |
| Argon v8 e-only monthly rental | 1661236-XXXX | \$ 39.95 (\$ 79.90 first/last months on inception) |
| Graphite v8 e-only monthly rental | 1661241-XXXX | \$ 39.95 (\$ 79.90 first/last months on inception) |