Revolutionizing the Custom Apparel Industry
www.shirtandsimple.com

Partner Package

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Edition 1

More Information online at www.sasitup.com

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Why Shirt and Simple?

The Big Problem

Shirt and Simple was created because there is a serious problem with the traditional process for ordering custom apparel for a group or event. Unless a single individual or organization is sponsoring the order and paying in one lump sum, organizers become responsible for collecting significant sums of money in large quantities of individual payments. They must also keep track of sizes and important order information, often times fronting payment for orders that may or may not be reimbursed. For organizers, ordering shirts can be stressful, time consuming, and often a financial nightmare.

The 'organizer only' Conundrum

When a group is ordering custom apparel for an event where everyone is paying individually, your business is only exposed to the organizer of that order. Unless the organizer announces to his or her group that they are ordering through your company, the rest of the individuals paying for the order never hear your name. If you're producing happy customers and doing quality work, you're missing out on some great brand awareness opportunities.

Other Issues

Online Competition

If you're a brick and motor screen printer, you can be sure that your competition extends beyond the other businesses in town. Online companies have been popping up all over the internet because of their convenient access and powerful capabilities. Search for 'custom apparel' on goggle and you'll get over a million results.

- Many only screen printers have online design centers where users can instantly create their product right from home
- Users can browse product info, get quotes, place orders, and receive product without ever leaving their home
- Advancements in Web design and development and improvements in efficiency of production and shipping have broken down most of the barriers online retailers used to face
- Now, more than ever, consumers are comfortable using e-commerce stores and are relying on website to deliver product, business, and service information.
- Today's consumer expects a professional, modern, complete, attractive, and value adding website due to the fact that there are so many to choose from.

Local Competition

Turn around time, art and screen charges, product availability, price; these are all things that you can be sure your local competitors are focusing on to lure customers away from your shop. How does your business differ from and compete against other screen printers? What if you could bring something else to the table that none of the other businesses in your town could offer?

Lack of Options

There are certain limitations to owning a purely brick and motor business. Even if your company has a website, there is a decent chance you aren't offering your customers useful services they could find through competitors. After reading this

document you will discover what some of these options are, as well as learn about revolutionary services, unique to our site, that are offered nowhere else in the world.

Design/Artwork Confusion

One of the biggest problems we recognized with our trial location in Iowa City was a communication breakdown between organizers and artists. Artwork ideas were taking too long to be sent to our artists, orders were getting confused, and proofs weren't getting approved soon enough. Our research shows this is a problem for many screen printers, both physical and online.

The Shirt and Simple Solution

Online Payment Collection

Shirt and Simple is the first company of it's kind in the world to offer online payment collection for custom apparel orders. This means that organizers can post their products online via free custom order pages and never have to collect, keep track of, or be responsible for any of the order money or information! It also means that members of that order group can order and pay for their product anywhere they can get online. Since the company's creation in 2006, we have developed our site and service to ensure the most user-friendly, stress-free, and customizable ordering experience for our customers. Tens of Thousands of students, teachers, coaches, businesses, and individuals have made the switch to Shirt and Simple because of our dedication to our mission: Simple, stress-free custom apparel.

Powerful Online Design Center

More than three years in the making, our new online design center provides unlimited creative possibilities and the ability for organizers to create their product from the comfort of home. With over 10,000 art images to customize, 1,100 fonts to manipulate, and the ability to upload images and files, add notes and placeholders, and choose from our full catalog, the design center is the ultimate way to provide artistic convenience to your customers. Our comprehensive reporting tools will save your design team time and significantly reduce workload while greatly improving communication between both parties. Like all of our services, the design center was built to seamlessly integrate into your brand. Our online admin controls ensure effective customization, management, and reporting of this powerful application.

Online Proof Management System

We are proud to provide myproofmanager.com to SaS partners free of charge. This site will allow your customers to easily manage their proofs online. The service works seamlessly with both our online design center, simple shopping cart, and unique customizable order pages. Our wide range of free online tools makes the ordering experience easier than ever! Furthermore, we provide you with customizable options for the proof manager in your admin panel so you can make the site your own!

The online proof manager can be used by your staff and customers to....

* Check the status of artwork and proofs
* Communicate with each other via an internal messaging system
* Preview, Save, Revise, and Approve artwork and proofs
* Recall Past Designs

* Send ideas and files
* Create/Manage free online accounts

MyProofManager.com means you'll always be only one click away from all of your order artwork. Never worry about unreliable emails communication again. This site greatly improves communication between your art team and your customer as well as provides reporting for all designs coming out of the design center.

Interactive Catalog

Customers can browse the products offered in your location in our interactive online catalog. Product images, descriptions, size charts, and related products are just some of the features offered. Already have a catalog of your own? Use your admin panel to direct your customers that way instead!

Automated Order Information and Reporting

Our automated reporting system collects, filters, and displays all order information so organizers have one less thing to worry about. Manageable events, printable receipts and order reports, and automated emails are available to both organizers and admins to make the site efficient and feature-rich. Order reports are also customizable from your admin panel!

A Perfect Balance

Shirt and Simple is designed to offer the greatest combination of local comfort, quality, and accountability with online power, versatility, and convenience.

The Comfort of Local

We know that one of your greatest strengths is the physical presence your business commands in your community and with your customers. Your patrons will continue to enjoy affordable prices, quick turnarounds, local production, access to professional artists, and everything else that makes your company great. We have created a number of marketing services that will help you to integrate the feature-rich Shirt and Simple website with your business. Pairing a powerful website with a quality local screen printer has been a recipe for success and is something that is very hard for your competition to match.

The Power of Online

In addition to the major online abilities described above, Shirt and Simple also offers a number of supplemental feature that make the site unparalleled in the industry. We've listed some of these options below, but suggest you explore both www.shirtandsimple.com and www.sasitup.com for complete descriptions of the services we offer to our customers.

* **Simple Checkout** - For customers paying with one credit card that don't need to use our order pages, we have a simple checkout option. Users can create a design at our new design center and then check out using our simple shopping cart! Receive orders placed online in minutes.

* **Master Catalog** - Choose from our ever growing list of products and decide which ones you want to offer in the design center and for the order pages. Set prices, discounts, profit margins, size pricing, and more.

* **Password Protect Pages -** If your customer wants a private online order page, he or she can choose to password protect their page through their organizer admin controls.

* Support Site and FAQ - We're here to help. Use our support area to learn about admin controls, site features, and get answers to common questions. You will also find documents and media to educate your team on how our service works! We also provide website support for your customers! Video tutorials, design center help hub, knowledge base, optional online live chat, toll-free phone, and email support available. Get answers to some of the most frequently asked questions we have received from the 1000s of people who have used our site and our other corporate partners! Visit http://www.sasitup.com/kbase for more info.

* Easy Event Sharing - We've created quick and easy ways for customers to send people to their page! They can use our e-vite application and we'll automatically remind their friends when time is running out to order or share their event on Facebook or Twitter with easy posting options.

* Location Customization - Connect your site with your store by using our content manager to add maps, contact info, hours of operation, links, and more. You can even customize header images and site colors!

* Printable Order Forms - Why let your customers worry about organizing all of the information for their order when we can do it for them? Organizers who use our online order pages receive all of their order info from us in email and printable forms! Your company also receives detailed order information to ensure prompt and efficient completion of orders.

* Login and Edit - Give your customers the ability to manage their own orders online! They can see who has ordered from their page, send e-vites, attach designs, update info, and retrieve order forms by logging into their account!

* Video Gallery - Watch promo videos, online tutorials, and more in our online video gallery.
Visit http://www.sasitup.com/video

* Idea Gallery - Checkout www.myproofmanager.com/gallery for a creative jump start to the design process. This online custom apparel idea gallery is also a great way for your customers to get ideas for their own designs.

* Online Tutorials - Easily answer customer's questions by sending them to our online tutorials site at www.sasitup.com/tutorials where they can watch videos designed to make using the site simple and fun!

* Design Center Only - If a customer doesn't want to order online but still wishes to take advantage of the online design center he or she can do so by using the 'save and send only' feature at checkout.

Marketing Solutions

The Shirt and Simple service is exceptional from a marketing standpoint in that it markets itself. This phenomenon is how we achieved such levels of success in Iowa City doing very little marketing. Some of the services offered on our site are unlike any other in the world. We strongly recommend putting a plan in place that lets organizers know that these services exist and about the advantages they afford. Due to the service's self-marketing nature, the success of the service will grow incrementally as you encourage more and more organizers to give it a try. You will be supplied with a number of FREE marketing tools to make sure you get the service up and running quickly in your location. Our free marketing services include:

- **Self Marketing Website** - With Shirt and Simple's revolutionary online order pages, the organizer initiates the order and creates a free online order page. They then proceed to send everyone in their order group RIGHT TO YOUR SITE! As long as you do a good job on their order, you'll have a while group of happy customers who have experienced your

business and are now familiar with your company. Our partners have not only experienced an incredible increase in business generated by the website, but also an increase in general customer traffic to their store simply due to the self-marketing nature of the site. This is why we can confidently say that you can increase business and generate sales without doing ANY marketing of this service. All you need to do is offer the service to the customers your already have and you'll soon have loads more!

- **Powerful Admin Controls** - We've spent years designing our service to be packed with features that are easy to control from the admin side. We understand that everyone brings a different level of website 'knowledge' to the table and have made sure that ANYONE with any background can operate the service. Please be sure to browse our jump start package for tutorials on how to use the admin controls (especially for the content manager) and contact us at any time with questions. Internal admin controls are also described in detail in the next section of this partner package.

- **SaS Jump Start Package** - The Shirt and Simple Jump Start Package exists as an electronic data warehouse where you can explore the service in detail, teach employees to use the service effectively, and find documentation on many of the SaS features. The Jump Start Package is always expanding and we recommend you take a pro-active approach to this tutorial-type collection. Can't find information on something you need? Ask us! Find a way to use the site that we haven't documented? Please share! You will be given an admin login and password to access this jump start package online when you reserve a site activation date.

- **On-site Ad Manager** - With the Shirt and Simple on-site ad manager, you can control the the content that shows up in the bottom left-hand side on every page of the Shirt and Simple site. We included a number of features and admin controls that help make this application useful and effective. Whether you decide to promote your own specials, products, or services...or sell this space to other organizations to make a profit, the Shirt and Simple on-site ad manager is a great way to spruce up any page! Ads load randomly each time a new page is accessed or the current page is refreshed. Please remember that Shirt and Simple retains the right to a few default ad slots in order to promote new site features, services, and updates. The ad manager is included in your franchise fee so you don't worry about paying anything extra.

- **Promotions and Discounts** - Using our service, you can configure your settings to offer promotions or discounts! A popular one we used in Iowa was to offer the organizer's shirt for free as long as his or her order group reached 20 orders. This made the service truly free for the organizer to use! You can also use your admin panel to set quantity discounts and offer promotional codes for Simple Shopping Cart orders.

Need something extra? We've also started including a number of PROservices that you can purchase in addition to your monthly rate. These services are completely optional, but are ideas and materials that we have found to be successful and well-received and other locations. Each PROservice Marketing Package is customizable to suit your individual business needs. Some of our PROservices include:

- Graphic Design
- Pro Web Design
- Internship Programs
- In-Shop Kiosks
- Professional Video Services

To find out more about our PROservices, please contact us. We have included some examples and references in this package.

Constant Updates

The greatest thing about Shirt and Simple is that you don't need to hire a web designer or spend 1000s of dollars to make improvements to your site! Our team is constantly working to develop new services and improve on current ones. We have big plans for the future and any added services and features will be included in your package at no charge! It's common to spend seven to ten thousand dollars on a website that doesn't have a 10th of the features and capabilities of Shirt and Simple. To learn about some of our plans for the future, check out the 'coming soon' insert. Also be sure to contact us with an suggestions or ideas you have for site improvements or updates!

Internal Admin Controls

Complete Control at Your Fingertips

We are now pleased to announce that our innovative and award winning business model has been adapted and upgraded to allow quick, seamless, and effective integration into your business. We combine maximum customizability with simple, straightforward admin controls. Shirt and Simple admin tools are designed for users of all skill levels and backgrounds. Training tools and professional support is available to make sure you're getting the most out of the service.

Admin controls focus on three goals; customizability, management, and automation

Customizability

This is a service provided by your business and under your direction. Your Shirt and Simple site has been designed to allow for complete customization, manipulation, and integration. Some of these options include:

* Choose the Background Color of your pages

* Pick Navigation Button Colors and Roll-over state colors

* Select a unique URL (www.shirtandsimple.com/yourURLhere)

* Geographical pInpointing on SaS main page by location, screen printer, and zip code (to filter in customers who find us online)

* Customize all three header images (for logos and titles)

* Customize various content pages (i.e. contact, pickup and shipping, homepage) with our content management system

* Select products from our master catalog to offer at your location. Control pricing by size, discounts, and margins

* Set location variables like tax rate, minimum order fees, screen and art charges, and much more

* Specify design center header image, contact info, and step one image/flash movie

* Customize/manage randomly generated ads that show up on every page

* Control header, footer, and image that shows up on printable order reports

* Easy manipulation of Organizer Terms and Conditions

* Control of SaS site laws (for page countdowns and pickup date selection)

* Control user passwords and account information

Management

Our automated reporting system will make managing your online orders straightforward and efficient. All information on orders, organizers, transactions, accounts, and pages are stored and accessible from your admin panel. Admin management allows you to:

* Filter, search for, manipulate and review all organizer information (including cumulative order statistics and history)

* Make realtime changes to active order pages (including details, commission/pricing, images, order period expiration date, and more)

* Filter search individual transactions to monitor errors, sales, order info, and to change status of transaction for reporting

* Design Center reporting, communication tools, and re-creation details

* Designer files online and downloadable at http://ww.sasitup.com/members

* Ad Manger tracking and statistics

* Product Popularity and Statistics

Automation

Almost every element of our service is automated for both your consumer and your business. While everything is accessible from the site at all times, we also use a powerful e-mail utility to assist in reporting and reminding. A few of these SaS automated emails include:

For You:

* Intent to Order - to alert you when a customer creates an order page on your site (see sample attached)

* Order Expiring Soon - To alert you that an order page is about to expire

* Order PIckup Date Change - To alert you that an organizer has extended their order period

* Design Center Reporting and Proof Manager Automation

* Simple Shopping Cart - Order reporting on singe transaction orders

* Order Page Expired - Order reporting on order pages (see sample attached)

For Your Customers

* Greetings and Thank You Emails - To provide information about the service and about their order

* Retrieve Account Information

* Declined Transaction Alerts

* Personalized Receipts

* Distribution Instruction Changes

* Automated E-Vites and E-reminders

* Order Summaries (including names, sizes, and contact info (for order pages)

* Customized names and numbers reporting (if these options are selected)

While this partner package contains some insight into the Shirt and Simple admin controls, we strongly suggest arranging a walkthrough of our demo site. You can also watch the admin controls in action by visiting http://www.sasitup.com/tutorials/pt. You can also preview our sample location at http://www.shirtandsimple.com/sample

The Total Package

Shirt and Simple is an incredibly cost effective way to add a powerful online service to your business. Our admin tools make integrating and managing the site efficient and comprehensive. Our free and pro marketing services will ensure exposure and awareness of these new features in your area. You can count on live and friendly support from our staff as well continuous updates and improvements to our service as we continue to grow and expand. Please use the resources and materials available in this packet and online to continue to familiarize yourself with the service.

Financials

Breakdown of Cost

You will be charged a monthly fee for full use of the service and site. We require an initial one year commitment up front which includes our setup package. Setup consists of a personal orientation, professional site setup, and a programmer to integrate your new site with an online merchant bank (so that all transactions and monies go straight to you). If your business currently does not accept credit cards (or if your existing bank does not support online payment solutions) you may incur additional costs. Such costs would, in no way, be connected with Shirt and Simple and vary determinant on your bank. Otherwise, the Shirt and Simple setup package is provided free of charge (a $700 value). Basic setup time is usually two-three weeks. Monthly fee is agreed upon before you site is setup and varies depending on the size of your location and your geographical exclusivity needs. Please note that you will be required to own a licensed copy of the Clipart Explosion Gallery from Nova Development in order to use the art library in the design center.

Following your first year, contracts are renewed annually and payments can be made monthly, quarterly, semi-annually, or annually.
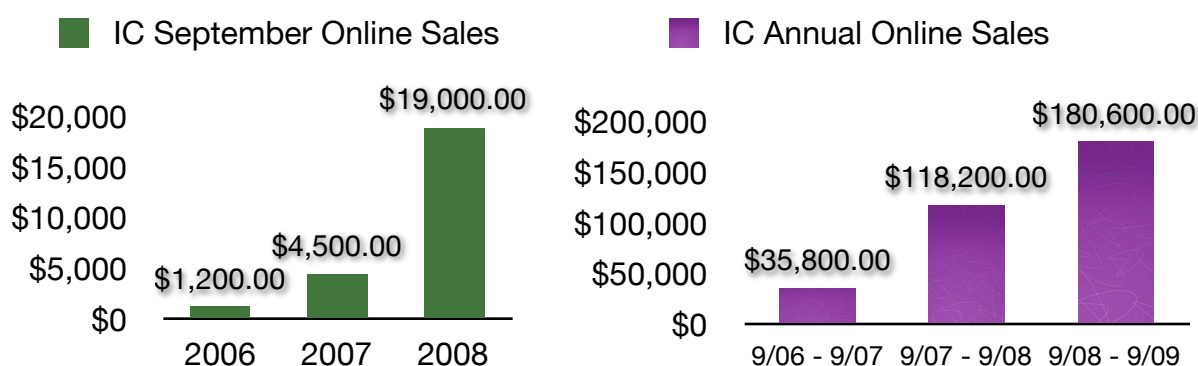
Aside from your monthly fee, there are no upfront costs to running the service! We handle all of the website hosting and domain fees, secure site certificate costs, and development fees. The investment in time and capital into your site is

currently valued over $50,000.00 and we are constantly working on new projects, adding new features, and making updates to the site to improve user experience and efficiency.

You will be required to collect taxes where applicable as well as pay discount rates and transaction fees as determined by your online merchant bank. These costs are unrelated to Shirt and Simple and are required with any credit card transaction. Reporting and tracking for such fees is available at no cost through your admin controls.

Another great thing about Shirt and Simple is that you will always be paid upfront. Whether an organizer uses our personal order pages or our simple shopping cart, the order money is deposited into your bank account before you ever need to order the product. No need to worry about late payments, lost business, or unrecoverable inventory expenses.

IC September Online Sales

$20,000 — $19,000.00
$15,000
$10,000
$5,000 — $1,200.00 | $4,500.00
$0
2006 2007 2008

IC Annual Online Sales

$200,000 — $180,600.00
$150,000 — $118,200.00
$100,000
$50,000 — $35,800.00
$0
9/06 - 9/07 9/07 - 9/08 9/08 - 9/09

Shirt and Simple is truly the ultimate payment collection solution on all ends.

See the contract included in this package to find out how you can purchase extended licenses for our service.

Profit Snapshot

For more than two years we've launched, tested, and tweaked this service at the University of Iowa in Iowa City, Iowa. Our goal was to monitor user experience and to evaluate how consumers would respond to our unique service. To protect our new idea, we did very little marketing and employed a number of organizers to try out the service. Over the course of six semesters, revenue and site usage has expanded at a rapid rate. The figures below are from our Iowa City location and illustrate the potential this service can have for your business.

Money Collected Online in September 2006 - $1,200.00

Money Collected Online in September 2007 - $4,500.00

Money Collected Online in September 2008 - $19,000.00

Number of Order Pages Created in first three years of business - 1,480

Number of Non Internet Orders Referred by Search Engine Optimization in First Two Years of Business - 32

Average Order Size: 30 shirts

Money Collected Online in First Year of Business (9/01/06 - 8/31/07) - $35,800.00

Money Collected Online in Second Year of Business (9/01/07 - 8/31/08) - $118,200.00

Money Collected Online in Third Year of Business (9/01/08 - 8/31/09) - $180,600.00

Annual Marketing Budget: $300.00

Number of Unique Purchases on Site in Second Year of Business - 7,076

Number of Unique Purchases on Site in Third Year of Business - 10,872

YOUR ANUAL COST - around $3,600.00 (license fees may vary)

Why Is My Cost So Low?

We realize that even a revolutionary payment collection service and flashy design center means nothing without a quality screen printer to produce the product. If you're doing what you do best and creating excellent custom apparel, we can continue to focus our efforts on web development and marketing services. By removing ourselves as the middle man, you can keep costs low for your customers and, most importantly, make the service your own. We know that a low monthly cost for you will be incentive to invest in this partnership. Increased success on your end also means a higher likelihood for investment in our pro marketing services. We also hope to someday offer a graphic tee's storefront that will provide your customers with the option to select from and add various graphic t-shirts to their order. Your success is extremely important to us and we hope the low monthly cost encourages you to give our service a try!

The Bottom Line

The Shirt and Simple package offers you a powerful website, unique ways to separate yourself from your competition, and an effective way to boost sales and attract customers for an incredibly affordable price. Administrative controls and a collection of online features insure the site will be your own. Our professional staff will provide you with all of the tools, support, and knowledge you need to make the service a success in your location. We hope you will join us on the path to revolutionizing the custom apparel industry by making ordering and organizing fun, fast, and simple!

Please explore the rest of this partner package as well as both www.shirtandsimple.com and www.sasitup.com for more information about our service. We can also be reached at 1-877-SAS-ITUP or via email at info@shirtandsimple.com

We look forward to a long and successful partnership with your company.

Sincerely,

The Shirt and Simple Team