

SALES NEWS Issue 128

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Dear Dealer

Assist and Advantage

We are finding that some dealers are authorizing dual claims on Acorn Assist and Acorn Advantage, on a single purchase. Please note that:

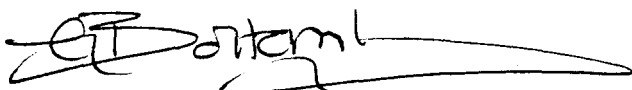
ASSIST and ADVANTAGE are SEPARATE SCHEMES and MAY NOT BE COMBINED.

Customers may claim points on either Assist (for personal purchases) or Advantage (for school purchases) **BUT NOT BOTH.**

When a dual claim is made we identify this from our databases and we are then obliged to contact the customer and ask which scheme they want to join, explaining that they can't join both. This often causes disappointment (and some annoyance) and doesn't reflect well on their dealer, particularly if they feel they've been misled at point of sale.

If you are in any doubt about how these two schemes operate, and the differences between the two, please call the Sales Office and ask to speak to the Operations Manager, Tilly Storr, or the Unit Administrator, Julie Dalleywater.

Yours faithfully



Tracy Bottomley
Sales Desk Supervisor

Acorn 