



United Sales Association
The Association of Gift Industry Professionals

USA GiftTalk

OmegaNet, Inc. (GiftsWholesale.Com) Announces the New ...

CAMEO EZ

“Where Everyone Is A Winner”

EZ to Build,

EZ to Update &

EZ on the Checkbook

Launch Scheduled for January, 2004.

OmegaNet, Inc. (GiftsWholesale.Com), the leader in providing password-protected, wholesale order-writing web sites for Gift & Décor Manufacturers and their Sales Agencies since 1998, will now be offering Retail Stores **easy and inexpensive** web sites as well ... beginning January 1, 2004. CAMEO EZ is a unique program that enables ALL members of the Industry to have their OWN company web sites, while OmegaNet integrates and coordinates participating manufacturers' pictures and product information in a central library (database) for easy web site building and updating.

How CAMEO EZ works:

A manufacturer can participate in one of two ways: If they already have a web site, they can simply submit a CD with pictures of their products to OmegaNet, Inc. to be put into the CAMEO EZ Library. This makes them a “Participating Manufacturer”. There is **NO CHARGE** for submitting a product line into the Library. OmegaNet Inc. will need each manufacturer to complete a Permission Form, stating whether the item pictures can be made available only on Password-Protected (Rep Agency) sites or if they can also be available for Public (Store/Retail) web sites.

The second way for a manufacturer to participate is to have a CAMEO EZ web site of its own, whether the company has never had a web site or has an information site and desires to add online wholesale (password-protected) ordering. When a manufacturer has its own CAMEO EZ web site, each of its Rep Agencies gets a copy of the pages on their own CAMEO EZ web site effortlessly and at **no additional cost**. From the manufacturer's perspective, when its products are displayed on its Rep Agencies' web sites also, the exposure for the line is multiplied.

Regardless of which option a manufacturer chooses, once a Line is in the CAMEO EZ Library, the pictures will be available for the Manufacturer's CAMEO EZ site, any of their Sales Rep Agency's password-protected sites, and also Retail web sites of any of the Manufacturer's Customers that want to sell that product line on a web site for their own store.

How CAMEO EZ Benefits Sales Rep Agencies:

A CAMEO EZ web site is a TOOL that can greatly increase a product lines' exposure and potential sales, but it can also increase **loyalty** to the Agency and its product lines if a Retailer takes advantage of the system's library for its own web site. The system will also track orders and notify sales rep agencies web orders in their territories.

Why Sales Rep Agencies Would Want Their Manufacturers to Participate:

The number one obstacle to building and maintaining Sales Rep web sites has been the cost of updating the constantly changing prices and pictures for the thousands of items in their various lines. CAMEO *EZ* solves this problem by making the manufacturers' pictures and information available automatically, saving time and money while increasing exposure, prestige, and potential orders. There is NO technically difficult and time-consuming scanning and processing pictures required when your manufacturers participate in the system. The software prepares and processes the pictures for you.

Incentive Program:

Sales Rep Agencies who help in the collection of at least 50% of their Manufacturers' picture CDs, will be able to offer the CAMEO *EZ* web sites to their Buyers as a TOOL to assist them in selling their products. During Markets, Rep Agencies will be able to offer these sites to THEIR BUYERS (at a greatly discounted "show special" price) as an Incentive, say, to purchase additional lines, or for a Value Added service, or "Thank-You-for-your-Business" type gift. How this "Tool" is used is the agency's decision!

The Incentive Program for the CAMEO *EZ* web site system is simple. Sales Reps just give a Full-Color Flyer to a potential web site customer. At their convenience, the customer goes to the CameoEZ.com web site that is noted on the Flyer and enters the Sales Associate's code that will be written on the bottom of the flyer. The simple instructions will direct the new web customer step-by-step how to build their own web site using the templates provided. They will be able to view what Product Lines are currently in the CAMEO *EZ* Library and told how to choose the Product line and the individual items within that line that they want on the Store's Retail web site. If the store would rather, OmegaNet can do a custom designed web site that will also access the Library of product line pictures.

Why Sales Rep Agencies Would Encourage Their Retail Stores to Have A Web Site:

- To give their stores an additional way to sell more items of a line.
- To encourage the stores to add lines that the Agency represents.
- To build and encourage loyalty to a product line and the Rep Agency.

Why a Retail Store May Want a CAMEO *EZ* Web Site

- To show location and driving directions to store.
- To show lines carried in store.
- To increase sales of current product lines by expanding customer base.
- To have easy and fast access to product pictures and accurate product information.
- To have a fast, easy and inexpensive web site.

A Special Compensation Bonus For Participating Rep Agencies:

OmegaNet has added an exciting, optional program that can be very profitable for its Rep Group clients. Rep Agencies that have web sites with OmegaNet, Inc., will now be able to "sell" the CAMEO *EZ* web sites to their Stores, Manufacturers and other Rep Agencies. The "selling" is simply referring the potential new client by giving a CAMEO *EZ* Flyer with the Agency's and the Sales Associate's codes at the bottom. The code identifies the Agency, the Sales Person and the price for the site. The Rep Agency will receive a 15% commission on the sale of the actual web site and a report identifying the Sales Associate who introduced the client to CAMEO *EZ*. They can also receive a commission on the monthly hosting and usage fee. This is a great opportunity for ongoing, passive income for the Road Rep and the Agency.

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