

Official Rules and Application Process

GO Zebra10 Trade-In Program (the "Program") Overview

Customers who purchase qualifying Zebra bar code printers between January 1, 2010 and December 31, 2010 will be eligible for a rebate upon Zebra's receipt of a qualified and complete trade-in application and qualifying trade-in printer(s) from such customers. For the purpose of this program, "customer" shall mean the individual or entity that acquired both the qualifying Zebra bar code printers and the qualifying trade-in printers for its own use and not for resale.

The total rebate amount will be based on a 1:1 ratio of number of qualifying Zebra printers purchased and the number of qualifying printers traded in (i.e., the rebate is payable on the number of qualifying printers submitted for trade-in when an equal number of qualifying Zebra printers are purchased). In the event that more Zebra printers are purchased than the number of eligible printers submitted for trade-in, the rebate will be applied to those Zebra printers offering the highest available rebate first. For example: Purchased 5 - 170Xi printers (\$500 rebate) and 3 - ZM400 printers - traded in only 6 printers - rebate would be $\$500 \times 5 + \$100 \times 1 = \$2,600$.

All Zebra products for trade-in under this program must be purchased from an eligible PartnersFirst reseller (in this case, Ahearn & Soper Inc.). A PartnersFirst reseller invoice issued to the end user requesting the trade-in will be required as part of the trade-in process outlined below.

The program is available only to end customers located in the continental United States, excluding Alaska, Hawaii, and territories; and Canada, excluding the province of Quebec. The program is limited to fifty (50) qualifying trade-in printers per customer.

Qualifying Printers

The Zebra Trade-In Program applies to new purchases of qualifying tabletop printers (XiIIIPlus™, Xi4™, SL™, ZM Series™, and Stripe® S4M™), qualifying mobile printers (Cameo® 2, Cameo® 3, QLPlus™ Series, and RW™ series). To earn a rebate on a tabletop printer, the customer must trade-in a qualifying tabletop printer. To earn a rebate on a mobile printer, the customer must trade-in a qualifying mobile printer.

Qualifying Zebra Printers for Trade-In

The Zebra printers eligible for the trade-in rebate are set forth on the GO Zebra2010 Trade-In Program website. The GO Zebra2010 Trade-in Program website also sets forth the rebate amount associated with each qualifying Zebra bar code printer.

How to Apply for the Trade-In Rebate

After you have purchased a qualifying Zebra bar code printer, register for your rebate by completing a trade-in application at <http://www.fusionmoon.com/GOZebra10/>. A copy of the invoice for the qualifying Zebra bar code printer must be submitted with the application via fax 847-890-6408 or e-mail: zebra@fusionmoon.com. The invoice must show the reseller name, purchase date, invoice number, printer serial numbers and total claimed purchase quantity of qualifying Zebra barcode printers.

The application and corresponding invoices must be submitted before January 25, 2011. After the rebate claim is approved, you will receive a Trade-In Merchandise Authorization ("TMA") via e-mail. This TMA will contain a unique claim number (the "TMA Number"), which may be used to obtain rebate status. If there are questions related to your claim, you may be contacted by the GO Zebra2010 Trade-In Program administrator. If you have questions regarding the status of your rebate claim or if substantial time has elapsed since your application submission, please e-mail the Program administrator at zebra@fusionmoon.com.

Upon receipt of the TMA, you must ship the qualifying trade-in printers to the address provided on the TMA. You **MUST** register for the rebate and receive the TMA in advance of shipping any qualifying trade-in printers for rebate. Qualifying trade-in printers must be in good working order and must be appropriately packaged for shipment. Important: a copy of the TMA showing the TMA number must be included with the trade-in printer submitted for rebate.

Qualifying trade-in printers must be received no later than January 31, 2011.

Trade-In Rebate Remittance

For a qualifying rebate application, the trade-in rebate check will be made payable and mailed to the customer designated on the trade-in application. Please allow 4-6 weeks after the postmarked date of your trade-in shipment for receipt of the rebate check.

Zebra reserves the right to direct the rebate payment to a qualifying PartnersFirst reseller if requested in writing by the qualifying end user. Such written requests must be submitted on the GO Zebra2010 alternative rebate payment form ("form") available from the promotion administrator. Request the form by emailing the GO Zebra2010 Trade-in administrator at zebra@fusionmoon.com.

Other Program Terms and Conditions

This offer only applies to the purchase of qualifying Zebra barcode printers by end users between January 1, 2010 and December 31, 2010. This offer is not valid when combined with any other offer, promotion or special pricing. Zebra reserves the right to modify, withdraw or cancel this Program (in whole or in part) at any time and/or in any geography for any reason or for no reason, without prior notice.

Customers must hold title to the trade-in printers at the time of shipment to Zebra. The trade-in printer submitted for the trade-in rebate will become the property of Zebra or its agents upon receipt and will not be returned. Trade-in printers must be in good working order and free and clear of all liens and encumbrances; trade-in rebates will not be paid for any non-functioning printers received. Customer is responsible for all packaging costs.

Neither handwritten invoices nor purchase orders will be accepted as proof of purchase. Zebra and its agents have the right to validate any invoices and serial numbers submitted for rebate. Trade-in rebates will only be paid on the amount approved and indicated on the TMA. Merchandise submitted in excess of what was indicated on the TMA or in non-working order, will become the property of Zebra and will not be returned.

Zebra is not responsible for lost, stolen, or misdirected shipments, or for any printers damaged in shipment. Rebate checks are void if not cashed within 90 days after issuance, and will not be re-issued. Any claims or trade-in printers that do not comply with the terms of the Program may be rejected or destroyed.

This Program is subject to all applicable laws and regulations. Zebra and its agents are not responsible for any loss of data incurred by customers as a result of the submission of any trade-in printers. All customer data should be removed from all trade-in printers prior to shipment. Customer is also responsible for removing any non-transferable or proprietary third party software programs from the trade-in printers prior to shipment.

Limitation of Liability

UNDER NO CIRCUMSTANCE WILL ZEBRA OR ITS AGENTS BE LIABLE FOR INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES OF ANY KIND, INCLUDING LOST PROFITS, LOSS OF BUSINESS OR OTHER ECONOMIC DAMAGE ARISING OUT OF OR RESULTING FROM ZEBRA'S OFFERING, CONDUCTING AND/OR TERMINATING THE PROGRAM OR RELATED TO ANY CUSTOMER'S PARTICIPATION IN THE PROGRAM. UNDER NO CIRCUMSTANCES WILL ZEBRA'S AGGREGATE LIABILITY FOR DAMAGES ARISING OUT OF OR RELATED TO THIS PROGRAM EXCEED THE AMOUNT OF THE REBATES ACTUALLY DUE TO THE ALLEGEDLY INJURED CUSTOMER. ZEBRA IS NOT RESPONSIBLE FOR ERRORS IN ANY PROGRAM-RELATED MATERIALS, FOR STOLEN, LOST, LATE, MISDIRECTED OR DAMAGED MATERIALS OR TRADE-IN PRINTERS, FOR INCOMPLETE OR ILLEGIBLE REGISTRATION, OR FOR POSTAGE DUE MAIL.

Disputes

THIS PROGRAM IS GOVERNED BY THE LAWS OF THE STATE OF ILLINOIS , WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES. Customer agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Program, shall be resolved individually and customer hereby irrevocably consents to the exclusive jurisdiction of the state and federal courts for Lake County, Illinois, for the resolution of any disputes arising out of or related to the Program. The Official Rules and Application Process for the GO Zebra2010 Trade-In Program set forth the complete and entire agreement between the parties with respect to its subject matter and supersede and replace all prior understandings, whether oral or in writing.

Program Sponsor

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