

Anchor Distributors offers the best overall discounts, service, and programs in the industry with no hoops to jump through and no hidden fees.

Since 1970, Anchor Distributors has been serving Christian bookstores throughout the world. As a Christian family-owned and operated business, our mission is to flood the world with the gospel message by providing products and resources that glorify our Lord, Jesus Christ.

Excellence in Service Every Day

You, as a Christian retailer, are an integral part of fulfilling this mission. We are continually working harder to serve you better. We are in touch with your needs, and we constantly improve and update our services to meet these needs even more effectively.

We strive to bring you elite quality in all that we do. It is our desire to help you where you are today and to be by your side where you want to be tomorrow. We want you to have the best we can offer every day.

- The best free-freight policy in the industry: \$150.00 net
- The best same-day shipping: order by 4:00 p.m. EST, out the door the same day
- The best priced array of programs and services in the marketplace: customized product labels, free New Release Program, free online inventory review, drop ship service to your customers, and more.
- The best selection in hassle-free ordering methods, including most formats of electronic ordering, online, phone-in, fax-in, and e-mail.

As an Anchor customer, you will also enjoy the easiest no-hassle return policy, a wide selection of products, and the 90% average fill-rate that we aim to maintain daily.

Welcome Aboard!



Welcome to Anchor!

To Open an Account:

Book retailers simply call in and give some basic information to get started. We will request credit information, some operational details about your store, and proof of your retail sales tax ID number. You may receive your account number when you call, or some additional information may be required.

Credit Application:

We encourage you to complete our credit application to begin setting up your account. You can acquire it from our Web site, www.anchor distributors.com, or you can call 1.800.444.4484 to request that it be sent via fax, e-mail, or mail. Terms are subject to credit approval and company policy. If you have specific credit questions, you may call our credit department directly at 1.800.444.4484, ext. 7.

Help with New Store Inventory:

Anchor helps new stores stock their shelves. We are able to help you tailor your core inventory with special items specifically geared to your local market and your budget. If you need help finding the right mix of products to match the budget you have to work with, call and ask to speak with your sales territory manager, who specializes in new store inventories.

Full-service Web Site

At www.anchor distributors.com, our full-service Web site, you can peruse the latest Anchor product selection, place orders, check your account status, review your payment history, give us feedback so that we can serve you even better, and so much more! No additional software or hardware is required, and the service is completely free. All you need is a PC and Internet access, and you can:

- Find specific items that you're looking for with our easy-to-use product search.
- View product images and descriptions, or show them to your customers.
- Check availability status for new releases, bestsellers, and out-of-print products.
- Be confident of quick order placement with real-time stock availability.
- Receive immediate order confirmation.
- Designate an order to drop ship to your customer.
- Track shipments on your orders .
- View your previous orders and account information.
- Check backorder status.
- Get invoices and up-to-date statements.
- Pay invoices.
- Get a return authorization.
- Find listings on sale items and pass-through discounts.

Call 1.800.444.4484 today to receive your store's free access ID and password. Then, log on to the most complete, comprehensive, cutting-edge Christian book distributor Web site around:

www.anchor distributors.com



Special Services

Customer Direct Ship Program

Our CDS (Customer Direct Ship) Program is designed to assist you with getting your shipments from Anchor's warehouse directly to your customers. We offer customized pick slips and tracking information. Save money by entering your orders through our Web site, www.anchor distributors.com, where you can check freight costs on different shipping methods and personalize your order with a note to your customer.

New Release Program

Anchor Distributors' special New Release Program allows you to be notified of and quickly stocked with major Christian new releases. How does it work? Each month, we select approximately fifteen significant new titles, and when you sign up for the New Release Program, we'll automatically place two copies of each title on backorder to your account at a special 43% discount. As these items become available, they will be shipped to you like all other backorder items. We will also send you a monthly report that details these items, allowing you to cancel certain titles, or increase or decrease them, according to your needs. For more information on our New Release Program and how you can join, please contact our customer service department.

Inventory Control Label Service

Our Inventory Control Label Service will help you to identify, track, and price your products. You may customize your labels with your store name. For only \$30 per year, we'll send you labels for every item on all your orders. Or, for three cents per item and a \$15 yearly maintenance fee, we'll put those labels on for you through our Applied Label Service. For more information on our Inventory Control Label Service, please contact our customer service department.

Product Updates

To keep you updated on Anchor Distributors' extensive and ever-expanding product listing, we mail out a biannual catalog which lists every non-Bible item that we carry. Twice a year, we also publish a special catalog highlighting our Bible inventory. Monthly catalog supplements, which feature the newest products added to our database, are also mailed to you.

A free e-mail catalog, formatted in Excel, ASCII, or IRT, is available on a monthly basis. It can also be downloaded from www.anchor distributors.com.

Visit www.anchor distributors.com to see the most recent information on our vast product selection.

Ordering Information

No matter how you decide to place your order—online; via mail or e-mail; or through Telxon, fax, or phone—we're confident that you'll be satisfied. Members of our customer service department are here, ready to answer your questions, Monday through Friday, from 9:00 a.m. to 7:00 p.m. EST. Whether you need help placing an online order, simply want to place a phone order, or have other concerns, give us a call at 1.800.444.4484, and we'll guide you through the process.

Basics on Ordering

For all order types, we ask that you provide the following information:

- Your Anchor Distributors account number
- Purchase order number (if being used)
- Speedy number, ISBN, or UPC (available in our catalog or on our Web site)

Free freight is available for minimum orders of \$150 net except on foreign orders. Free freight orders will be shipped by FedEx® Ground or UPS™ Ground.

All orders are processed pending credit approval.

Please note that some items are sold in package quantities only. If you order one (1), you will receive one (1) package.

Anchor Distributors' prices and discounts are subject to change without notice.

Web Site Orders

Log on to www.anchor distributors.com to place your orders online through our full-service Web site, which allows you to find items with our easy-to-use product search, access your account information, and so much more. Available 24 hours a day, seven days a week. Before placing your first online order, please call us to receive your free access ID and password. No additional software is necessary. Online orders will receive immediate online confirmation.

Computer Orders

With Anchor Distributors' EDI (Electronic Data Interchange) program, order placement is just a click away. Available 24 hours a day, seven days a week. Before sending your first computer order, please call us to set

up an account. Computer orders will receive immediate confirmation. The computer-to-computer connection numbers for EDI are as follows:

Toll-free (U.S. and Canada): 1.800.777.9448
Foreign, or if busy: 724.334.1600
Toll-free electronic stock check: 1.877.600.4689

Telxon Orders

Telxon ordering is available 24 hours a day, seven days a week. Before sending your first Telxon order, please phone us to set up an account. All Telxon orders will receive phone or fax confirmation, along with an out-of-stock report if requested. The Telxon connection numbers to Anchor are as follows:

Toll-free (U.S. and Canada): 1.800.677.7272
Foreign, or if busy: 724.334.1300

Phone or Mail Orders

Our friendly customer service department is available Monday through Friday, from 9:00 a.m. to 7:00 p.m. EST. Contact us by phone at the following numbers:

Toll-free (U.S. and Canada): 1.800.444.4484 or
1.800.245.2422
Foreign, or if busy: 724.334.7000
Toll-free instant stock check: 1.877.333.4477

You can also mail your order to:

Anchor Distributors
1030 Hunt Valley Circle
New Kensington, PA 15068

Fax or E-mail Orders

Fax and e-mail ordering are available 24 hours a day, seven days a week. At your request, we will contact you within two hours of your order (during office hours only) with an out-of-stock report. To fax orders, contact us at the following:

Toll-free (U.S. and Canada): 1.800.765.1960
Foreign, or if busy: 724.334.1200
Or, submit your order by e-mail to:
marketing@anchordistributors.com



State-of-the-Art Warehouse

When you order from Anchor Distributors, you'll be impressed not only by the superb customer service you receive, but also by the efficiency, cost-effectiveness, and accuracy that Anchor strives to maintain in filling your orders.

Our 200,000+ square-foot facility provides the latest in computerized stock check and inventory management, ensuring that your needs are met quickly and accurately. Since all orders are shipped from this one location, we save you money on multiple freight costs and thus eliminate the expense of order tracking and completion necessary for distributors with multiple warehouses. This benefits you, our customer, as we pass these savings on through our excellent everyday discounts.

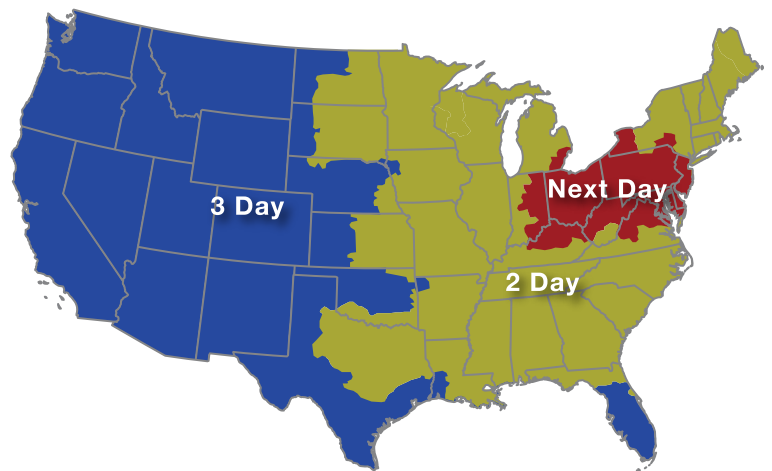
Expect accuracy from us, too, because every item is double-checked before it's packed and shipped out. Best of all, any order you place by 4:00 p.m. EST will be shipped the same day!* We'll use the ground transportation that most quickly reaches your store, either FedEx® or UPS™.

**Some exceptions may apply.*

Terms and conditions are subject to change.

Order by 4:00 and it's out the door!

COAST to COAST in 1 to 3 Days





Account Requirements

All customers are asked to complete our credit application form and may need to provide additional information. For wholesale accounts, we require that stores be open to the general public for at least 30 hours each week.

Terms

Your payment terms will be based upon your account classification and credit references. Extended terms may be available, 30-day billing EOM. Contact our credit department at 1.800.444.4484, ext. 7, to see if you qualify.

Payments

When making payments, please indicate your Anchor Distributors account number or invoice number on the check. With each check, please indicate which invoices are being paid, as well as the credits being used. You may return a statement or copies of the invoices being paid along with the credit memos being used. Credit memos will only be applied toward unpaid invoices at your request.

Please send all payments to:

Anchor Distributors
1030 Hunt Valley Circle
New Kensington, PA 15068

We accept VISA®, MasterCard®, Discover®, American Express®, and Diners Club® cards.

Your Account Information

For credit questions or concerns or for information on accounts receivable, please write, e-mail, or call us:

Anchor Distributors
Credit Department
1030 Hunt Valley Circle
New Kensington, PA 15068
Phone: 1.800.444.4484, ext. 7 or 724.334.7000, ext. 7
E-mail: credit@anchordistributors.com



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1030 Hunt Valley Circle
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fax 800.765.1960 724.334.1200

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