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From: "Mim Young" <smartretail@gmail.com> Add to Address Book
Date: 2007/08/31 Fri PM 02:51:22 EST
To: Lulukiku@bellsouth.net
Subject: Fwd: wish to set up a wholesale account

Please print out for Jerry. Thanks!

--------- Forwarded message ---------
From: **pherder@verizon.net** < pherder@verizon.net>
Date: Aug 30, 2007 9:15 AM
Subject: wish to set up a wholesale account
To: sales@fishcards.com

Greetings,

We recently purchased Marine Lab's "Leave Only Bubbles" marine science curriculum catalog operation and would like to continue selling most all of the same items. In fact, we also will be marketing meteorology, astronomy and geology related items in the future.
I would like to set up a wholesale account with Seahawk Press and get on your catalog mailing list.

FYI - the wholesale inquiry page that I filled out appeared to go nowhere when I sent it.

I would appreciate a call as soon as possible - I am already back - ordered with some of your products.

Thank you very much. (Contact information below)

Paul Herder

What If Scientific-Leave Only Bubbles
S. 754 Hanson Road
Spencer, WI 54479

Retail supplier of Earth and Marine Science curriculum resources

CONTACT INFORMATION:

Phone: 715-659-5427

Fax: 715-659-5235

E-Mail: pherder@verizon.net

www.whatifsci.com
www.leaveonlybubbles.com

Paul O. Herder, owner
Joan M. Herder, office manager

EIN# 48-1295045

Retail sellerâ€™s permit # 004-0000627363-01

BELLSOUTH

WEB E-MAIL

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Joan M. Herder, office manager

EIN# 48-1295045

Retail sellerâ€™s permit # 004-0000627363-01

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5a Ave. Sur No. 270 Entre A
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COZUMEL, Q.ROO 7-7600
MEXICO

A regular Distributor in Cozumel, who was "grandfathered in" when Rita Sheese sold her business to him. I do not deal directly with him but talk to him on a regular basis with tips and suggestions.

"GRANDFATHERED IN" WHEN RITA SHEESE SOLD HER DISTRIBUTION BUSINESS TO HIM ABOUT 4 - 6 YEARS AGO.

Sales Promotions

Radio

T.V.

THE COMPLETE NATIONAL GEOGRAPHIC

109 Years of NATIONAL GEOGRAPHIC Magazine on CD-ROM

- National Television, Radio, and Online promotion
  - ✓ Dates: October 15 - December 25, 1998
  - ✓ Radio: 1 Week contests on 25 top stations PLUS 2 National networks with up to 250 affiliated stations each!
  - ✓ T.V: 2-3 week contests on 15 stations such as Fox, WB, UPN, The Discovery Channel, The History Channel, The Learning Channel, ESPN, USA, A&E, TNT, and TNN.
- Buyer mailings targeting software buyers of top retail chains

Zillions of Impressions

Public Relations

- Reaching Millions Through Major Press Launch
  - ✓ Sponsorship Press Release
  - ✓ Radio Media Tour
  - ✓ Television Media Tour —The Complete NATIONAL GEOGRAPHIC was included on a media tour with Nancy Clark from *Family Circle Computers Made Easy*. It was featured on 12 television stations in major markets throughout the country, including Chicago, Boston, Dallas-Ft. Worth, Phoenix, St. Louis, Cincinnati, Milwaukee, Nashville, Greenville, Greensboro, and Knoxville.
  - ✓ Satellite Media Tour
  - ✓ Press Kits

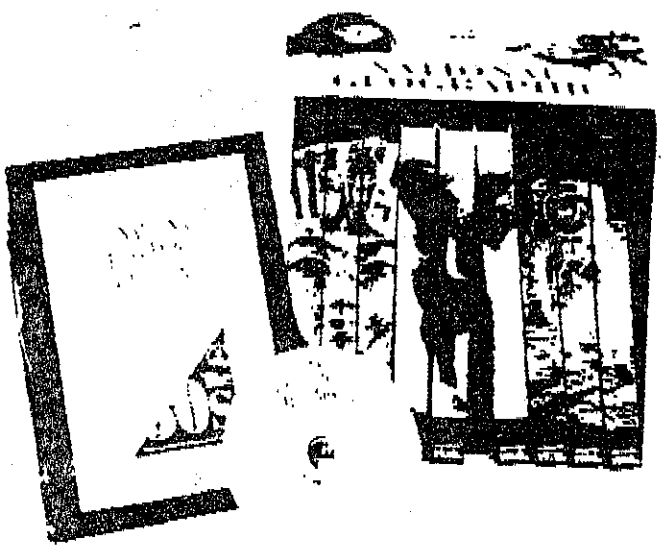
National Geographic Interactive
Eastman Kodak Company
Mindscape, Inc.
Partnership

NATIONAL GEOGRAPHIC INTERACTIVE

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Kodak PR Activities

- Kodak-Related Press Materials
  - ✓ Mindscape worked with National Geographic and Kodak to weave the Kodak name, along with approved messages and materials, throughout reviewer's guides and other press materials.

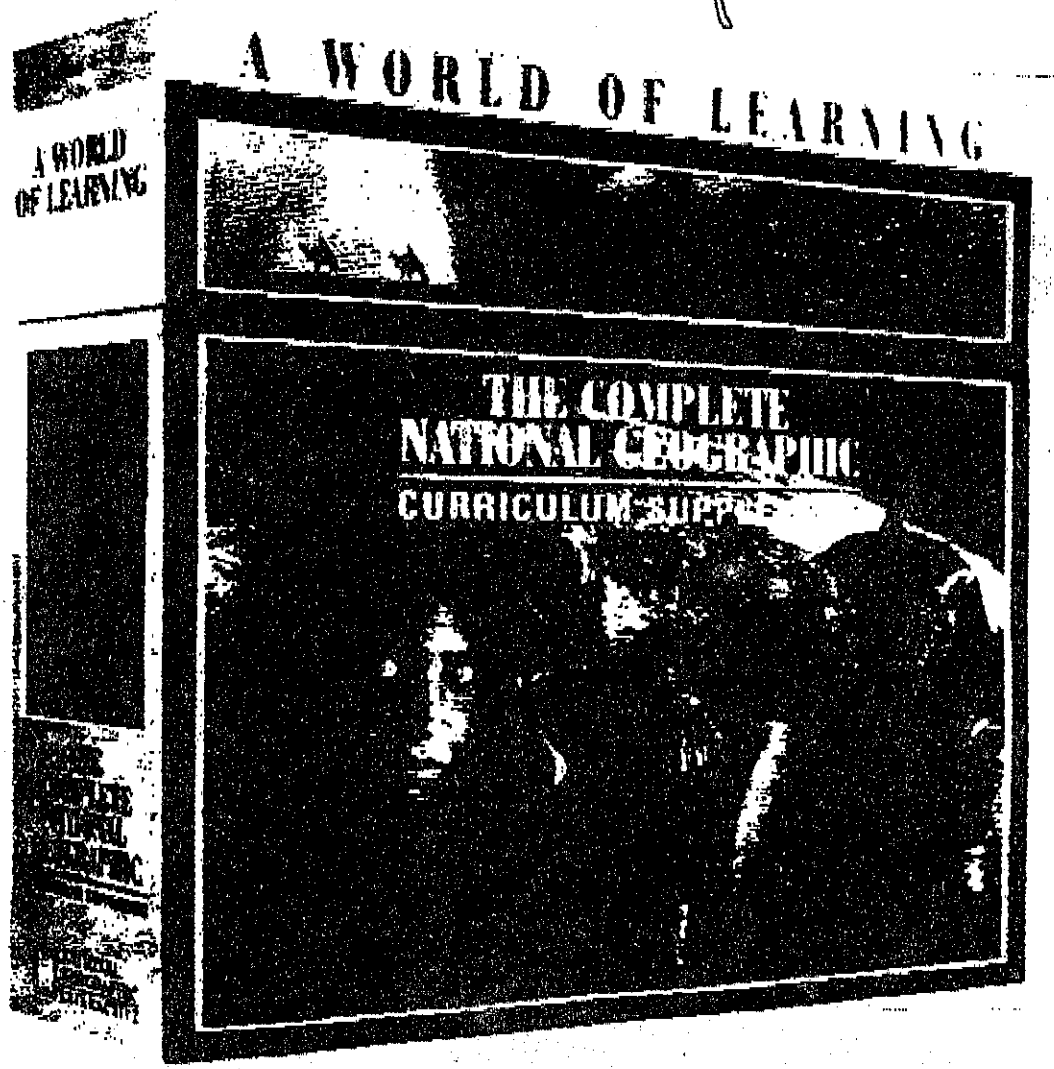
Public Relations

- Targeting Key Media
  - ✓ Education
  - ✓ Computer/Technology
  - ✓ General Consumer/Family
  - ✓ Online
  - ✓ Publishing
  - ✓ Nature/Science
  - ✓ Travel
  - ✓ In-flight Airline
  - ✓ Historical
  - ✓ Related Topics

Education·Promotions

different product education box package

- Direct Mail
- Advertising
- Catalog



Product Presence

- Kodak Commercial—30-second spot highlighting the Kodak brand and products appearing as an integral part of the National Geographic products
  - ✓ The Complete NATIONAL GEOGRAPHIC: CD-ROM
  - ✓ The Complete NATIONAL GEOGRAPHIC: DVD-ROM
  - ✓ The Complete NATIONAL GEOGRAPHIC: CD-ROM *Collector's Edition*

THE COMPLETE NATIONAL GEOGRAPHIC

- Kodak and Kodak Advantix Brand Exposure

  ✓ Kodak Advantix name and/or logo featured on National Geographic CD-ROM products

  * Public Relations
  * E3
  * Consumer Promotions
  * Sales Promotions
  * Online
  * Advertising
  * Direct Mail
  * Education promotions
  * Packaging and Sales Materials
  * In-box insert
  * In-product

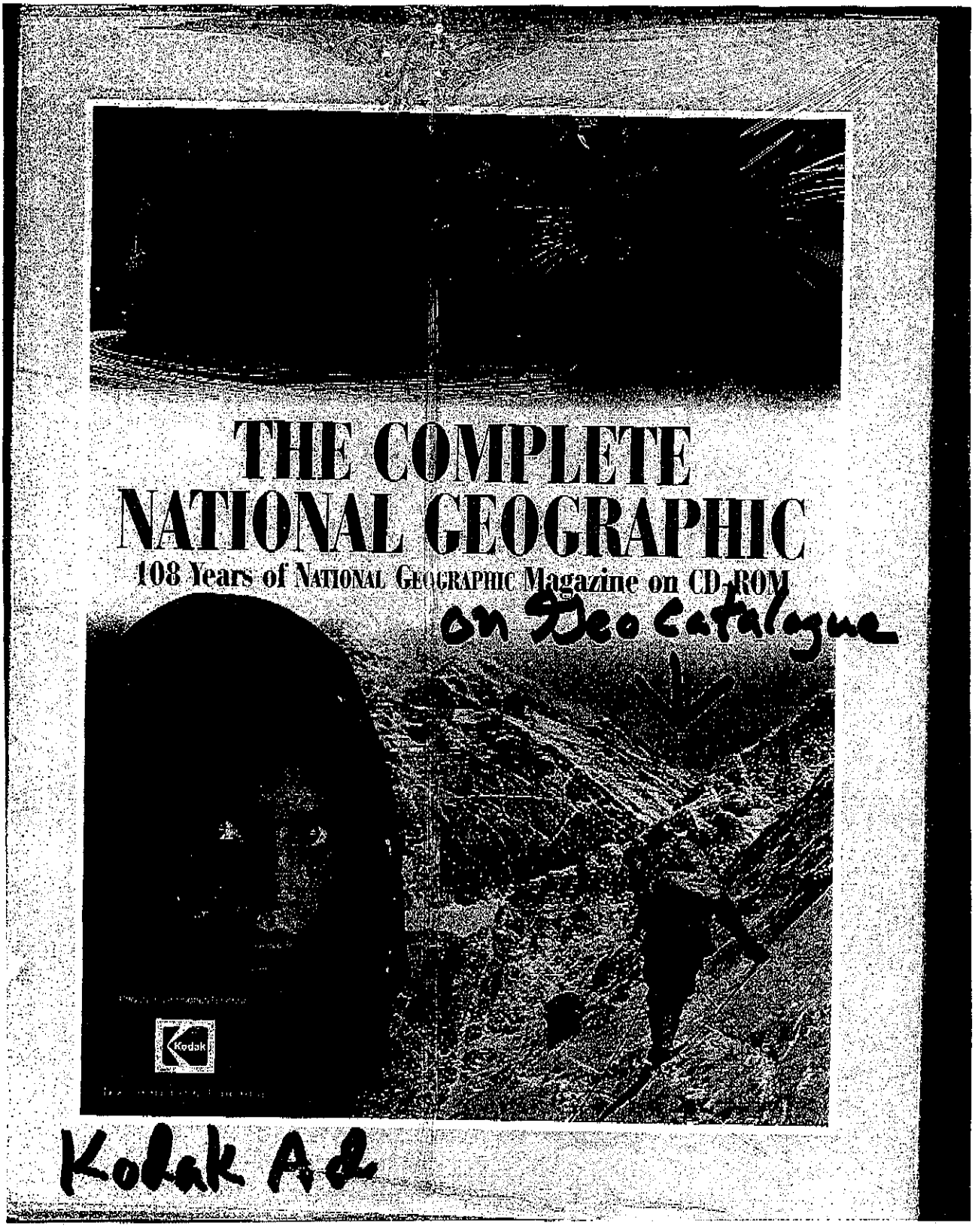
Sales

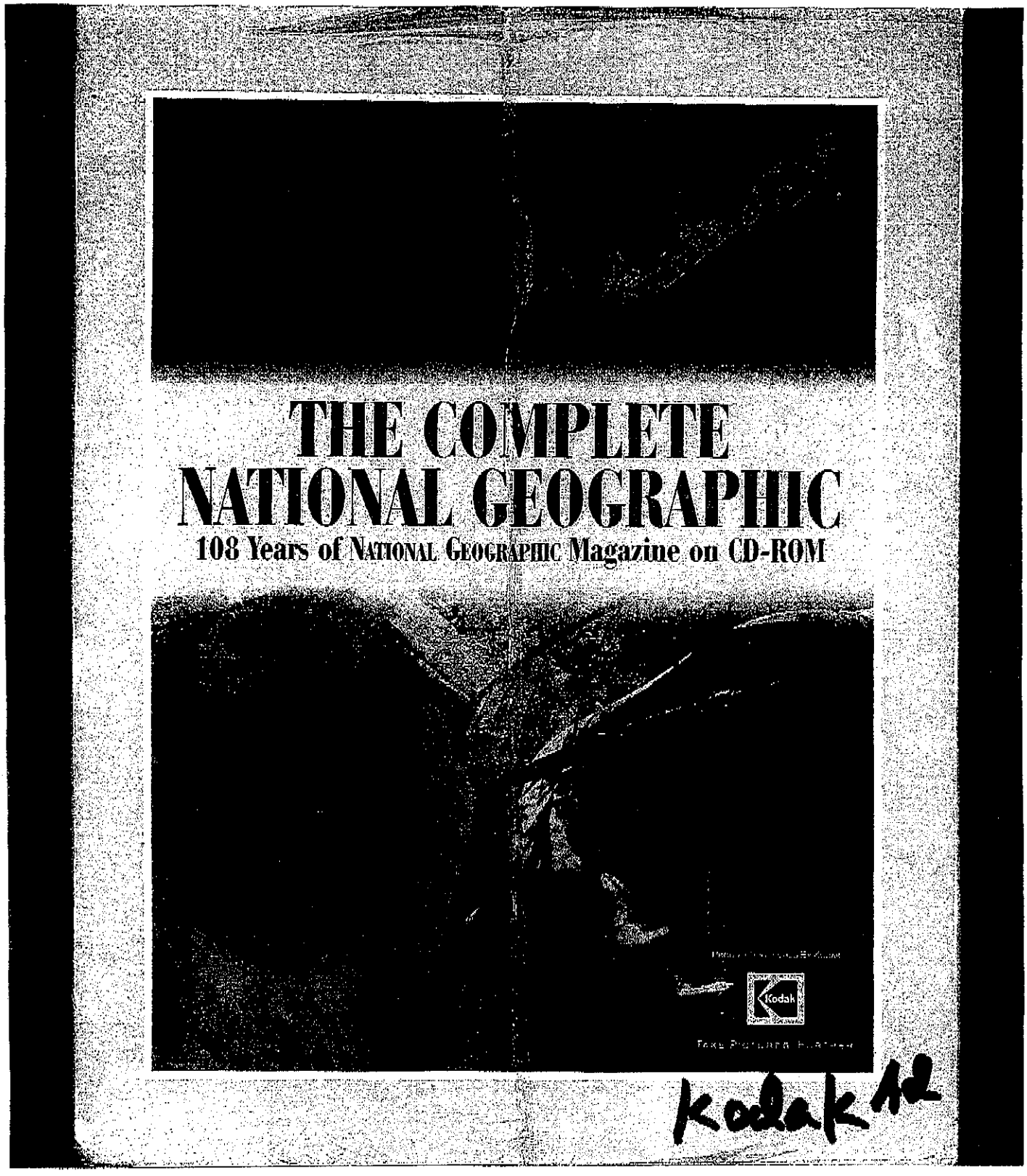
- Life-to-date, over 325,000 copies of The Complete NATIONAL GEOGRAPHIC has shipped world-wide. 1998
- According to PC Data, The Complete NATIONAL GEOGRAPHIC is #1 in the Reference/Geography category,
  - ✓ Dollar Share* - 93.43%
  - ✓ Unit Share* - 65.26%

*Source: PC Data, October 1998

Distribution

- Significant exposure was provided by this product in the following channels:
  - ✓ Retail - Sold through all major retail accounts including Babbages, Best Buy, CompUSA, Computer City, Costco, Costco Canada, EB, Fry's Electronics, Sam's Club and more
  - ✓ Education - K-12
  - ✓ Online - Mindscape and National Geographic Online stores
  - ✓ Direct - Telemarketing, mail, and e-mail campaigns
  - ✓ Catalog - Sold through catalogs including Sharper Image, Neiman Marcus, Hammacher Schlemmer, Field Trips, and Mac Connection.


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108 Years of National Geographic Magazine on CD-ROM
on Geo catalogue
Kodak
Kodak Ad

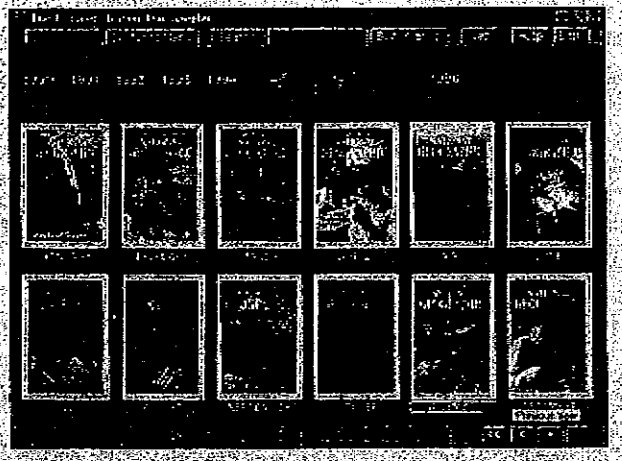

THE COMPLETE
NATIONAL GEOGRAPHIC
108 Years of NATIONAL GEOGRAPHIC Magazine on CD-ROM
Kodak
kodak 12

FROM : Panasonic FAX SYSTEM PHONE NO. : Nov. 20 1997 02:05PM P3

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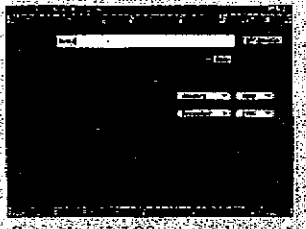
*Supplement maps not included.



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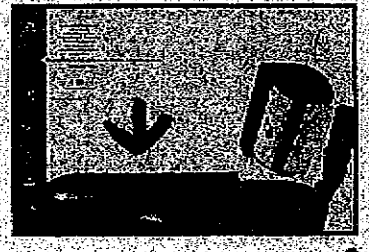
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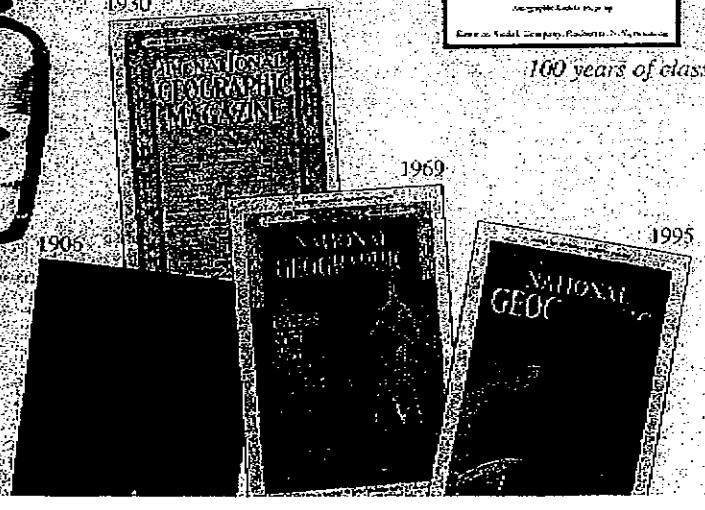
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Kodak AR →



Kodak products →

Kodak/Geographic Contest

Win the Adventure of Your Life! Enter the Eyes on the World Sweepstakes!

Grand Prize: National Geographic Travel Tour - an incredible trip for two, $1000 dollars spending money and a Kodak Advantix 4100ix zoom camera and action photo package to record your unforgettable experiences.
100 First Prizes: Kodak Advantix 3700ix camera outfit and a breathtaking National Geographic: The Photographs book.
500 Second Prizes: Kodak Fun Saver sport single-use camera and a one-year subscription to National Geographic's Traveler magazine.

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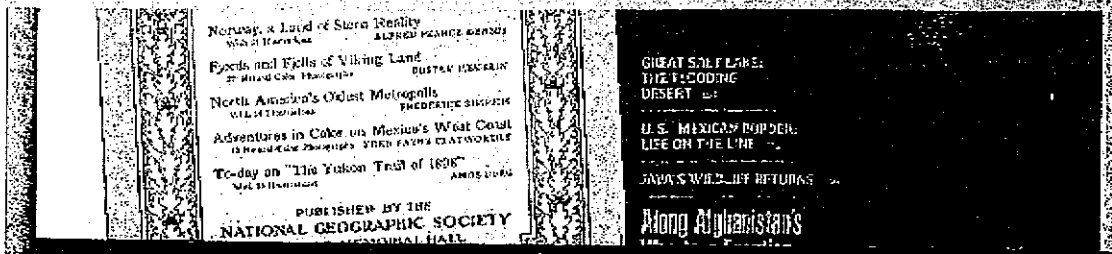
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Kodak Advantix 3600 ix Camera

Kodak Advantix System





1888 VOLUME I | 1909 | 1910s | 1920s | 1930s | 1940s | 1950s | 1960s | 1970s | 1980s | 1990s

FROM : Panasonic FAX SYSTEM PHONE NO. : Nov. 20 1997 02:02PM P2

Win the Adventure of Your Life! Enter the Eyes on the World Sweepstakes!

Grand Prize: National Geographic Travel Tour - an incredible trip for two, $4000 dollars spending money and a Kodak Advantix 4100x zoom camera and action photo package to record your unforgettable experiences.
100 First Prizes: Kodak Advantix 3700x camera outfit and a breathtaking National Geographic: The Photographs book.
500 Second Prizes: Kodak Fun Saver sport single-use camera and a one-year subscription to National Geographic's Traveler magazine.

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2214199-6700B3/1067Pc

Kodak/Geographic Promotion
Official entry form inside box
but no purchase required

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- 80486DX 33 MHz processor
- Windows 3.1x running under DOS 6.0 or higher or Windows 95 Version 1
- 8 MB RAM
- 10 MB free disk space
- VESA Standard VGA
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- Windows compatible sound card
- Dual-speed CD-ROM

Optional: printer (300 dpi or higher)

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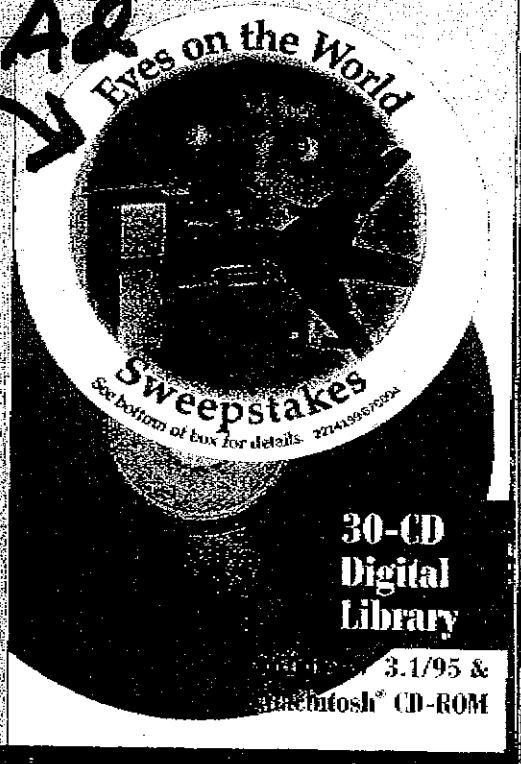
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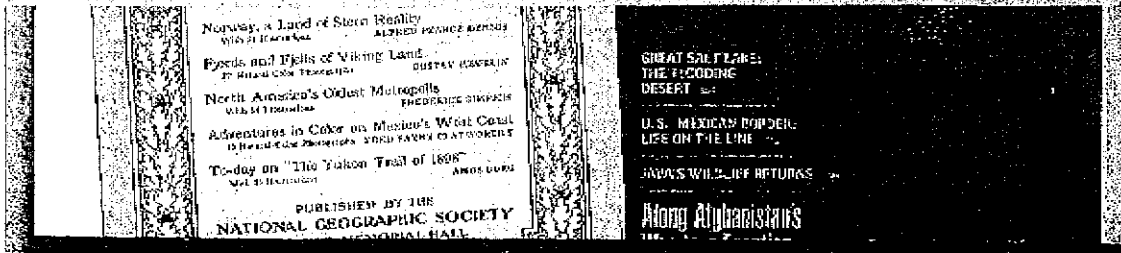
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FROM : Panasonic FAX SYSTEM PHONE NO. : Nov. 20 1997 01:59PM P1

Douglas Faulkner
Photographer / Writer
5 West 8th Street, New York, New York 10011 U.S.A
212-673-9204
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2214199-670003/1087hc

(NOTE: BEFORE RETURNING ANY MERCHANDISE OR CALLING, PLEASE READ BELOW)

CONTENTS:
Your order has been carefully packed and thoroughly inspected and we hope that you are pleased with the item(s) you have selected. Please check the contents of this (and other cartons) immediately against items marked as shipped on the front of this packing slip. Item(s) listed as BACK ORDERED have NOT been charged and are NOT contained in this shipment, but will follow shortly, as they were not in stock when your order was being filled. (Orders paid by check, of course are fully prepaid, including back ordered items). Report any discrepancy or damage by calling our Customer Service toll free numbers (for school or library orders call 1-800-368-2728; for all other of questions call 1-888-647-6733) Monday through Friday between 8:00 A.M. and 5:30 P.M (ET). For reference, please have this packing slip in hand when you call.

INSTRUCTIONS:
Should you need to return or exchange any item(s):

1.) Please complete the form below and include it with the item(s) being returned.
2.) Item(s) being returned must be in original packaging & carton.
3.) Return the package by mail.

CODES:
S - Shipped C - Cancelled R - Returned BO - Item Back Ordered

ACTION DESIRED: (Check Appropriate Line)
__ Please replace __ Please exchange __ Please refund (by method of payment) __ Other (explain) _____

FROM : Panasonic FAX SYSTEM PHONE NO. : Nov. 19 1997 11:18PM P1

(NOTE: BEFORE RETURNING ANY MERCHANDISE OR CALLING, PLEASE READ BELOW)

CONTENTS

DISTRIBUTION OPERATIONS MANAGEMENT SYSTEM
PACKLIST

DATE: 18-Nov-97
TIME: 10:34

LICENSE PLATE #: 101489108
TRACKING # : 1Z2344W80302439958

SHIP TO:
DOUGLAS FAULKNER
APT 515
5 WEST 8TH ST
NEW YORK
NY 10011-

SHIP FROM:
NATIONAL GEOGRAPHIC SOC
C/O RR DONNELLEY
400 KEYSTONE INDUSTRIAL PARK
DUNMORE
PA 18512

PO #:
CUST ID: 20406
ORDER #: 734565

CARRIER: United Parcel Service
ROUTE : 0101B

Ln#	SKU	Description	Lot	Ord Qty	Qty This Box
1	1006N783201	COMPLETE NAT GEO 108 YEARS 1997		1	1

Douglas Faulkner
Photographer / Writer
5 West 8th Street, New York, New York 10011 U.S.A
212-673-9204
Phone/Fax



Win the Adventure of Your Life! Enter the Eyes on the World Sweepstakes!

Grand Prize: National Geographic Travel Tour - an incredible trip for two, $1000 dollars spending money and a Kodak Advantix 4100ix zoom camera and action photo package to record your unforgettable experiences.
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Stickers on shrink wrapped box of National Geographic's 108 Years on CD ROM



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NORMAN:
SPECIAL SWEEPSTAKES OFFER
ON OUTSIDE WRAPPER OF CD-ROM
SPONSORED BY NGS & KODAK
"NO PURCHASE NECESSARY" BUT THE
ENTRY FORM IS INSIDE OF A SEALED
CARTON. HARDLY AN "EXACT REPRINT"
JERRY G.

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