

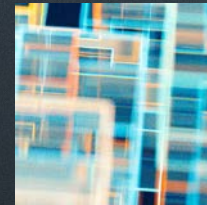


Accidental Damage Protection

Accidental Damage Protection - ADP service supports customers beyond our normal system warranty (which addresses mechanical defects and failures) by providing coverage for accidental damage due to electrical surge, liquid spills, drops or bumps, and LCD damage. ADP provides continued coverage and multiple repairs or a single replacement of your laptop or desktop.

ADP should be purchased at the time of the hardware purchase. However, it may be purchased within 90 days of the hardware purchase with a 30 day wait period for any claims.

International Warranty Upgrade: Can be purchased in addition to one or more applicable services (ADP, Sealed Battery Warranty &/or KYD) to extend coverage outside the users home country. Note: One International Upgrade covers one or all three services.

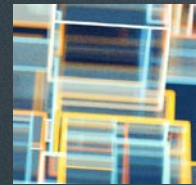


Key Benefits

- Helps to avoid costly repairs in the future
- Covers multiple repair incidents. No annual limits or deductibles
- Simplifies the budgeting process, freeing time for critical tasks
- The hardware investment is protected
- The IT Department doesn't have to purchase and manage spare inventory
- Accidental Damage Protection keeps user downtime to a minimum because PC's are repaired quickly and right the first time

Customer Pain Points

- Repair costs associated with unexpected PC damage can be very expensive. Repair costs add up quickly without ADP. Typical costs to repair common components include:
 - Hard Drive \$150 - \$200+
 - System Board \$300 - \$600
 - Display \$200 - \$500
 - Keyboard \$65+
- Customers have a budget now but may not have a budget for future, unexpected expenses.



Typical Customer

- Users who travel often or who work from home and may have multiple people using the PC.
- Any user who has high PC dependency and who needs to protect their PC against all repair events
- Customers with limited budgets for unplanned expenses.
- Education (school districts and students), Corporations, SMB, State & Local Gov. & Healthcare.

Qualifying Questions

- Will you have a discretionary budget for unplanned system repairs and replacements?
- How many of your laptops were damaged last year? How much did repairs cost?
- What do you do when one of your laptops gets damaged and isn't covered by normal warranty?
- What percentage of your users are mobile? Mobile users' systems are 4 times more likely to incur accidental damage.

