

July 1, 2009

Dear Valued Reseller,

SA International is very committed to supporting its resellers in their efforts to grow their businesses by promoting SAI's market leading and innovative products. With the increasing use of the Internet and e-commerce environment to advertise and sell products today, it is very important that SAI take steps to ensure our products are advertised and promoted in a consistent manner. To better support our resellers' efforts to make the necessary investments in selling SAI products, **it has become necessary to adopt a Minimum Advertised Price (MAP) policy effective July 1, 2009** for all authorized distributors and resellers of SA International products who resell SAI products to end users located in the United States and Canada.

SAI has adopted this policy in the interest of promoting the most effective advertising possible for its products by establishing the appropriate value and quality perception for the products in the minds of our customers. Our MAP policy is designed so that the advertising of SAI products is accurate, non-deceptive and will appropriately highlight the product features, qualities, benefits and value to our customers. The details of SAI's MAP policy are included with this letter for reference.

It is important to recognize that the consequences of violating this policy are significant and include a reseller's loss of authorization to sell SAI's products. SA International retains complete and sole discretion concerning whether, and to what extent, it is willing to have its products represented by any particular reseller. Nothing in this MAP policy is intended to be or construed as an agreement as the minimum prices at which a reseller may choose to sell SAI products. Each reseller must determine, in his sole discretion, the price at which he will sell SAI products.

SA International reserves the right to unilaterally modify, change or update its MAP policy at any time without prior notice. SAI's MAP policy is posted at <http://www.saintl.biz/News+Events19.asp>. It is the sole responsibility of each authorized distributor and reseller of SAI products to access the MAP policy periodically to review the current terms of the SAI MAP policy as modified from time to time. SA International appreciates your continued support of SAI products.

Sincerely,

Don Feagan
President and COO
DonF@SAintl.biz



About SA International:

SAi is recognized as a global leader in providing complete, professional solutions for the sign making, digital printing and CAD/CAM for CNC machining industries. The Company's solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production. Headquartered in Salt Lake City, Utah, SAi has additional offices in Belgium, Brazil, China and Germany.

For additional information:

United States and Canada call: 800.229.9066

United States and Canada fax: 801.401.7234

Europe call: +32.2.725.5295

Latin America call: +787.790.6526

All other regions call: 801.478.1900

Website: www.SAintl.biz

SA INTERNATIONAL MINIMUM ADVERTISED PRICE POLICY

Effective July 1, 2009

SA International, ("SAi") has adopted this Minimum Advertised Price Policy ("MAP Policy, which shall apply to all resellers and distributors, including catalogs and internet resellers, (collectively, "Resellers") who resell SAi products to end users located in the United States and Canada.

SAi is adopting this MAP Policy to preserve its strong reputation for providing customers with high value products and strong after-sales support. SA International greatly values the efforts of all Resellers to distribute SAi products.

The MAP Policy shall apply under the following guidelines:

1. The MAP Policy shall apply to all SA International products. MAP pricing is established by SA International and may be adjusted by SA International at its sole discretion.
2. The MAP Policy applies to all advertisements of SA International products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, Internet auction sites, email newsletters, email solicitations, television, radio, and public signage.
3. "Bundling". SAi products may be included in a product or system bundle as long as there is no reference to the prices of the individual products in the bundle and the total advertised price of the bundle is at least twice the MAP price of the SAi products included in the bundle.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer by the reseller or communicated over the telephone by the reseller.
SA International Resellers remain free to sell the selected MAP products at any price they elect.
6. The MAP Policy does not establish maximum advertised prices. All Resellers may offer SAi products at any price in excess of the MAP established for such products. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
7. The MAP Policy does not in any way limit the ability of any reseller to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar nature as long as the price advertised or listed for the products is not less than the price established by the SAI MAP Policy.

8. From time to time, SA International may announce promotions for products covered by the MAP Policy. In such events, SA International reserves the right to modify or suspend the MAP with respect to the affected products by notifying all Resellers of such a change. SA International further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion provided that such changes shall apply equally to all Resellers.

9. In cases of violation of the MAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance or the Reseller will cease to be an authorized reseller of SAI products.

10. This MAP Policy is solely SA International's decision and responsibility. No employee or sales representative of SA International has any authority to discuss or modify this and any action of any person, which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. Any questions about this policy should be directed to:

SA International
Attn: CFO
5296 S. Commerce Dr.
Suite 102
Murray, UT 84107

The foregoing MAP Policy and any MAP Product Listing is subject to modification or discontinuance by SA International, in its sole and absolute discretion, at any time. Any action taken by SA International under this policy shall be without liability to SA International.

11. Distributors of SA International products are required to supply a copy of THE SA INTERNATIONAL MINIMUM ADVERTISED PRICE POLICY to any new or existing Reseller.

**THE SA INTERNATIONAL
MINIMUM ADVERTISED PRICE (MAP) POLICY PRODUCT LISTING**

Effective July 1, 2009

Resellers must be in compliance with this Policy by August 1, 2009



Flexi

NORTH AMERICAN PRICE LIST WINDOWS

Effective January 1st - March 31st, 2012

Flexi Family 10 Windows	PLATFORM	PRICE
FlexiSIGN-PRO *includes copy of FlexiDESIGNER	Win	\$4,295
FlexiPrint Server *Ask your reseller for the special introductory price	Win	\$3,495
FlexiEXPERT	Win	\$2,495
FlexiSIGN	Win	\$1,695
FlexiPrint *Ask your reseller for the special introductory price	Win	\$1,595
FlexiLETTER	Win	\$995
FlexiDESIGNER	Win	\$995
FlexiSTARTER - Orders of 100 packages or more only	Win	\$395
Add-On Options for Flexi Family 10	PLATFORM	PRICE
PlusPRINT - RIP option for FS, FE	Win	\$695
Rhinestone - option for FS, FE, FSP	Win	\$395
Job Estimation - option for FS, FL, FPSV, FP	Win	\$595
Grade 2 Braille - option for FSP, FE, FS, FL, FPSV, FP	Win	\$695
True Shape Nesting - option for FE, FS, FD	Win	\$795
Color Profiler - option for PlusPRINT, FPSV	Win	\$595
FlexiENGRAVE - option for FSP, FE, FS, FL	Win	\$795
Multiple Contour Cut - option for FE, FS, FL	Win	\$195
Hard Key Replacement - versions 8.x and higher	Win	\$105
Program Disc Replacement - for current version	Win	\$10
Training Materials for Flexi Family 10 & 8	PLATFORM	PRICE
Flexi 10 Training DVD	Win	\$349
Flexi 8 "Extreme Printing" Manual	Manual	\$129
Additional Resources	PLATFORM	PRICE
The Bad Wrap Vehicle Graphic Design Templates	Win/Mac	\$795
Safety First International Standard Safety Signs	Win/Mac	\$395
Note		
Flexi Family 10 is available on DVD or as a download.		
FlexiPrint Server and FlexiPrint are standalone products. Upgrades and cross-grades are not available for this product.		



Microsoft Windows 7 & Vista™ Compatible



NORTH AMERICAN UPGRADE PRICE LIST WINDOWS

Effective January 1st - March 31st, 2012

To Flexi 10 Windows	FlexiSIGN-PRO \$4,295	FlexiEXPERT \$2,495	FlexiSIGN \$1,695	FlexiLETTER \$995	FlexiDESIGNER \$995
From Flexi Family v8.x					
FlexiSIGN-PRO	\$795				
FlexiEXPERT	\$2,095	\$395			
FlexiSIGN	\$2,895	\$995	\$395		
FlexiLETTER	\$3,595	\$1,595	\$995	\$395	
FlexiDESIGNER	\$3,695	\$1895			\$395
FlexiPRINT & CUT	\$1995		\$795 w/ PlusPRINT		
From Flexi Family 5.x, 6.x and 7.x					
FlexiSIGN-PRO	\$1395				
FlexiEXPERT	\$2995	\$995			
FlexiSIGN	\$3595	\$1,595	\$995		
FlexiLETTER	\$3,995	\$1,995	\$1,395	\$695	
FlexiDESIGNER	\$3,995	\$2,195			\$695
From OEM Product or FlexiSTARTER					
OEM Product	\$2995	\$1695	\$995	\$595	
FlexiSTARTER	\$4145	\$2345	\$1545	\$845	
From PhotoPRINT Windows			FlexiSIGN-PRO \$4,295	FlexiPrint Server \$3,495	FlexiPrint \$1,595
From PhotoPRINT Family v6.x					
PhotoPRINT SERVER-PRO			\$795		
PhotoPRINT SERVER			\$1,295	\$695	
PhotoPRINT DX			\$3,095	\$2,295	\$595
PhotoPRINT SE			\$3,495	\$2,695	\$795
From PhotoPRINT Family 5.x or older					
PhotoPRINT SERVER-PRO			\$1,395		
PhotoPRINT SERVER			\$1,995	\$1,295	
PhotoPRINT DX			\$3,795	\$2,895	\$1,095
PhotoPRINT SE			\$3,895	\$3,095	\$1,195

Notes

FlexiFAMILY 8.x customers upgrading to 10 can opt for a GREEN-upgrade and benefit from a \$50 discount on the published upgrade prices. A GREEN-upgrade consists of a download link to the installer and the required installation password(s) provided per email for an existing FlexiFAMILY 8.x user with SHK-key.

SAi is streamlining it's product offerings in North America and will, over time, convert PhotoPRINT licenses to FlexiPrint.



Microsoft Windows 7 & Vista™ Compatible



NORTH AMERICAN PRICE LIST

Effective January 1st - March 31st, 2012

Sign Design	PLATFORM	PRICE
EnRoute PRO	Win	\$6,495
EnRoute PLUS	Win	\$3,495
EnRoute BASIC	Win	\$2,495
Nested-Based Manufacturing, General Manufacturing & CAD Design	PLATFORM	PRICE
EnRoute WOOD PRO ATP	Win	\$7,995
EnRoute WOOD ATP	Win	\$4,995
EnRoute BASIC ATP	Win	\$3,995
EnRoute ENTRY ATP	Win	\$2,495
Add-On Options for EnRoute 4	PLATFORM	PRICE
Rapid Texture - <i>Option for BASIC and PLUS</i>	Win	\$995
Advanced True Shape Nesting with Dynamic Nesting - <i>Option for EnRoute BASIC</i>	Win	\$795
Slant Toolpath - <i>Option for BASIC, BASIC ATP and PLUS</i>	Win	\$795
Labeling - <i>Option for EnRoute ENTRY ATP, BASIC ATP, WOOD ATP and WOOD PRO ATP</i>	Win	\$495
Hard Key Replacement	Win	\$100
Program Disk Replacement	Win	\$10
Training Materials	PLATFORM	PRICE
Getting Started with EnRoute DVD (<i>Version 4</i>)	Win	\$349
Getting Started with EnRoute Pro DVD (<i>Version 4</i>)	Win	\$349
Texture Magic DVD (<i>by Dan Sawatzky</i>)	Win	\$195
Online Installation, Post Set-up , Product Introduction	Win	\$495
Online Training 6 Hours	Win	\$695
Online Training 10 Hours	Win	\$995



Microsoft Windows 7 & Vista™ Compatible



NORTH AMERICAN UPGRADE PRICE LIST

Effective January 1st - March 31st, 2012

UPGRADE to EnRoute Family 4	WOOD PRO ATP \$7,995	WOOD ATP \$4,995	PRO \$6,495	PLUS \$3,495	BASIC \$2,495	FABRICATION \$3,495
From EnRoute Family v3						
EnRoute WOOD PRO	\$2,195					
EnRoute WOOD	\$4,595	\$1,595	\$3,095			
EnRoute PRO	\$3,495		\$1,995			
EnRoute PLUS	\$5,895	\$2,895	\$4,395	\$1,395		\$1,395
EnRoute BASIC	\$6,495	\$3,495	\$4,995	\$1,995	\$995	\$1,995
From EnRoute Family v2						
EnRoute PRO	\$4,295		\$2,795			
EnRoute 3D	\$6,645	\$3,645	\$5,145	\$2,145		
EnRoute 2D	\$7,245	\$4,245	\$5,795	\$2,745	\$1,795	



Microsoft Windows 7 & Vista™ Compatible



Flexi

NORTH AMERICAN PRICE LIST MACINTOSH

Effective January 1st - March 31st, 2012

Flexi Family 8 Macintosh	PLATFORM	PRICE
FlexiEXPERT	Mac	\$2,495
FlexiSIGN	Mac	\$1,695
FlexiLETTER	Mac	\$995
FlexiDESIGNER	Mac	\$995
FlexiSTARTER - Orders of 100 packages or more only	Mac	\$395
Add-On Options for Flexi Family 8	PLATFORM	PRICE
Job Estimation - <i>option for FS, FL, FENG</i>	Mac	\$595
Grade 2 Braille - <i>option for FSP, FE, FS, FL</i>	Mac	\$695
True Shape Nesting - <i>option for FE, FS</i>	Mac	\$795
Hard Key Replacement	Mac	\$105
Program Disc Replacement - <i>for current version</i>	Mac	\$10

Note

Flexi Family 8 Mac is available on DVD only.





NORTH AMERICAN UPGRADE PRICE LIST MACINTOSH

Effective January 1st - March 31st, 2012

To Flexi 8 Mac	FlexiEXPERT \$2,495	FlexiSIGN \$1,695	FlexiDESIGNER \$1,295	FlexiLETTER \$995
From Flexi Family v7 Mac				
FlexiSIGN-PRO				
FlexiEXPERT	\$695			
FlexiSIGN	\$1,395	\$595		
FlexiLETTER	\$1,995	\$1,195		\$495
FlexiDESIGNER	\$1,995		\$495	
From Flexi Family v6 Mac				
FlexiSIGN-PRO				
FlexiEXPERT / FlexiSIGN-PLUS	\$1,095			
FlexiSIGN	\$1,695	\$895		
FlexiLETTER	\$2,095	\$1,295		\$595
FlexiDESIGNER	\$2,095		\$595	
From Flexi Family v4 & v5 Mac				
FlexiSIGN-PRO or FlexiSIGN-PLUS w/RIP				
FlexiSIGN-PLUS w/o RIP	\$1,795			
FlexiSIGN	\$1,795	\$995		
FlexiLETTER	\$2,195	\$1,395		\$695
FlexiDESIGNER	\$2,195		\$695	

