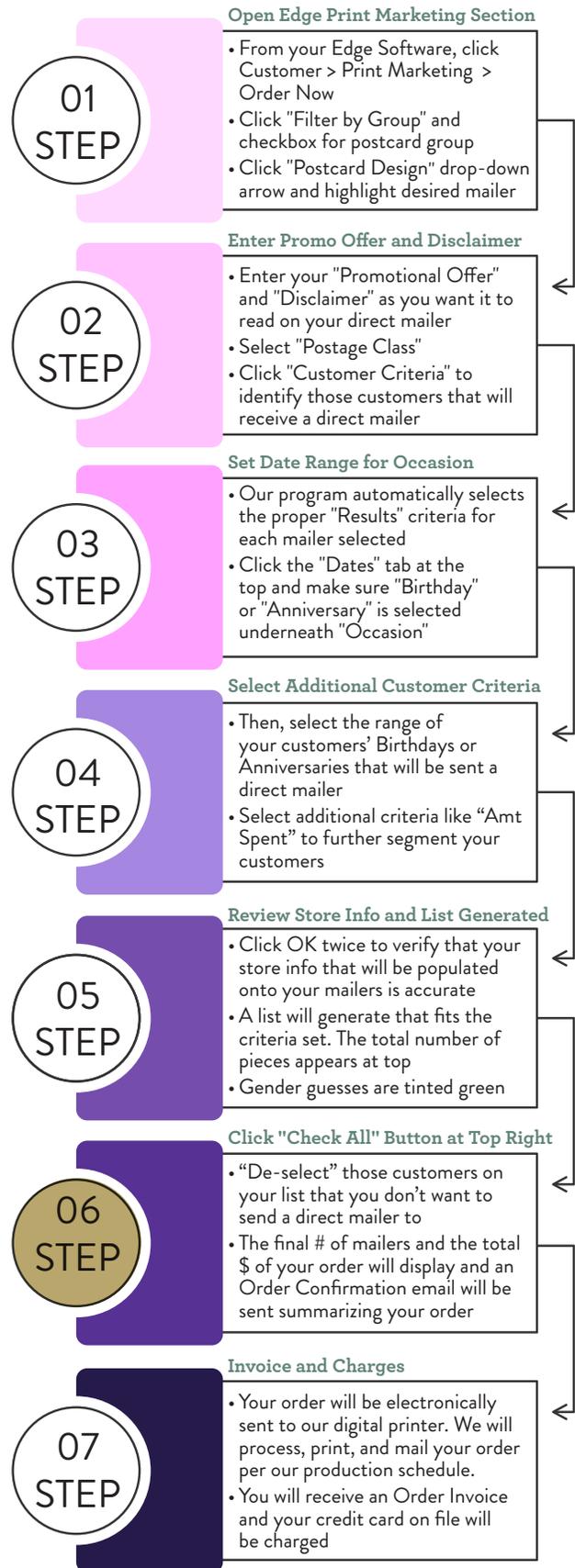


## how our retention program works:

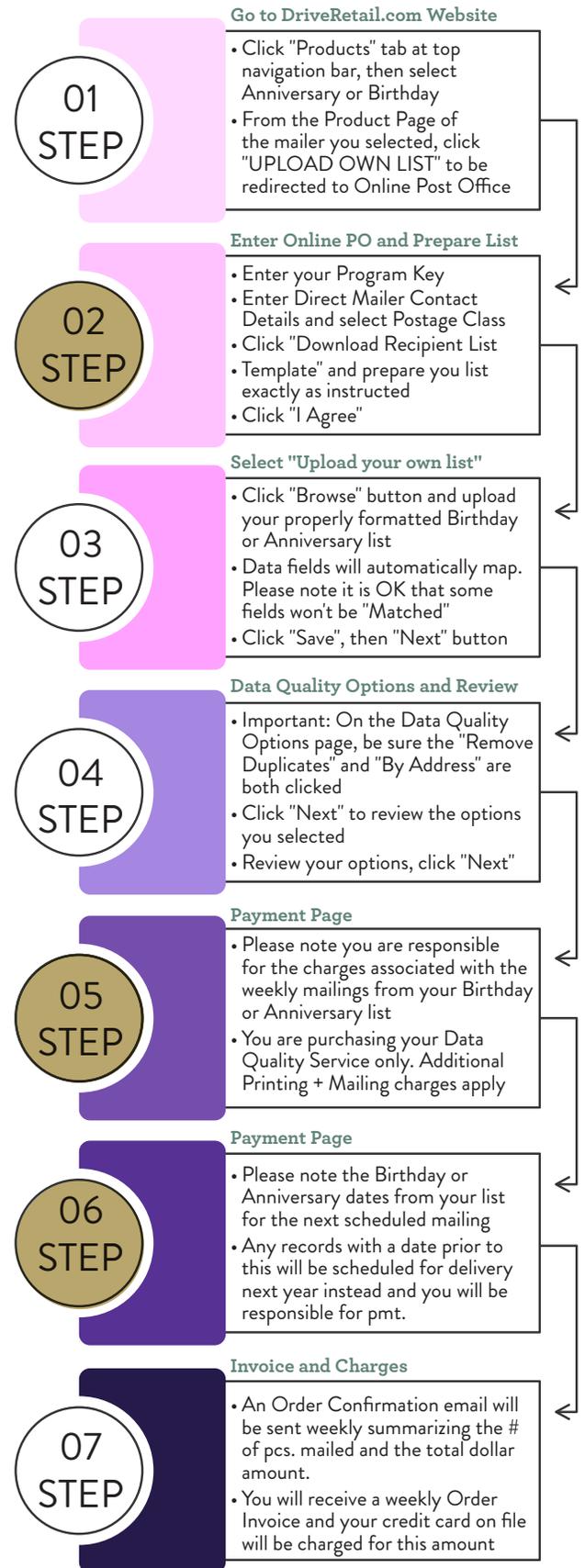
### EDGE SOFTWARE USER

Directions to Manually Place a Birthday or Anniversary Order



### NON-EDGE SOFTWARE USER

Directions to Automatically Send Birthday or Anniversary Orders



● Denotes Important Step