



Photo not representative of actual make-over.

The \$50,000 Backyard Makeover.

One very lucky Silk Tabs or Silk Sticks customer will win an incredible, backyard makeover valued at \$50,000! Others will be awarded prizes such as grills, patio furniture and gift cards. BioGuard® will promote the consumer sweepstakes for Silk Tabs™ and Silk Sticks™ through our national advertising campaign. We'll continually drive customers to your door asking for our new, blue product by giving them the opportunity to be entered into a sweepstakes for a chance to win valuable prizes.

Show your customers how to "swim in silk" and take advantage of this exciting new promotion!



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Something new.
Something blue.

Something
in it for you.



2007 Silk Products Dealer Promotion

Silk Rewards

The success of BioGuard® depends on the success of its dealers, which is why we find it important for your business – and everyone involved in its success – to experience rewarding and motivating opportunities.

Our 2007 dealer promotion is one such opportunity. Here's how it works:

Dealers Earn Additional LGP Points

Silk makes the difference! BioGuard dealers earn additional LGP (Loyalty, Growth, and Participation) points just for purchasing Silk Sticks™ and Silk Tabs™.

Dealers will earn .25 points per 25 pounds of Silk Tabs and Silk Sticks purchased. With a revolutionary new product to offer your customers, Silk Tabs and Silk Sticks will be an exciting addition to your product line and you'll earn additional LGP points just for your participation.

Associates Earn Valuable Prizes

Associates will earn valuable prizes based on their sales of Silk Tabs and Silk Sticks. **Each pound sold earns them 10 points** - so the bigger the bucket, the greater the points. To redeem their points for prizes, associates will have access to an online catalog of items including electronics, restaurant gift cards, iTunes gift cards, games, jewelry and more. Associates can choose to spend the points as they accumulate or save them for one big prize.



Submit and Win

Dealers will be provided with information cards for Silk Tab and Silk Stick buyers that are to be filled out (legibly, of course) in order for associates to receive points for each purchase. The consumer's name, address, phone number, email address, type and size of pool, product (and size) purchased, signature and proof of purchase will have to be entered onto the card. The back of the card will be reserved for the dealer's name, account name, associate's name, city and state.

Submitting sales information in a timely manner is important, and for that reason **weekly prizes (appealing to employees and businesses alike) will be issued throughout the promotional period.**

Dates & Deadlines

The promotion begins **January 1, 2007** and ends **August 31, 2007**. Dealers and/or associates can begin sending entry forms on April 1st.* The first drawing will be held May 1st, and drawings will be held weekly for 20 weeks. All product purchased during Early Buy period prior to January 1, 2007 will qualify for additional LGP points.

*Send cards to: BioGuard Program Headquarters, c/o IMG, 1220-L Kennestone Circle, Marietta, GA 30066

