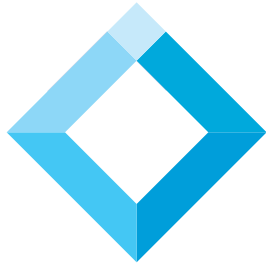
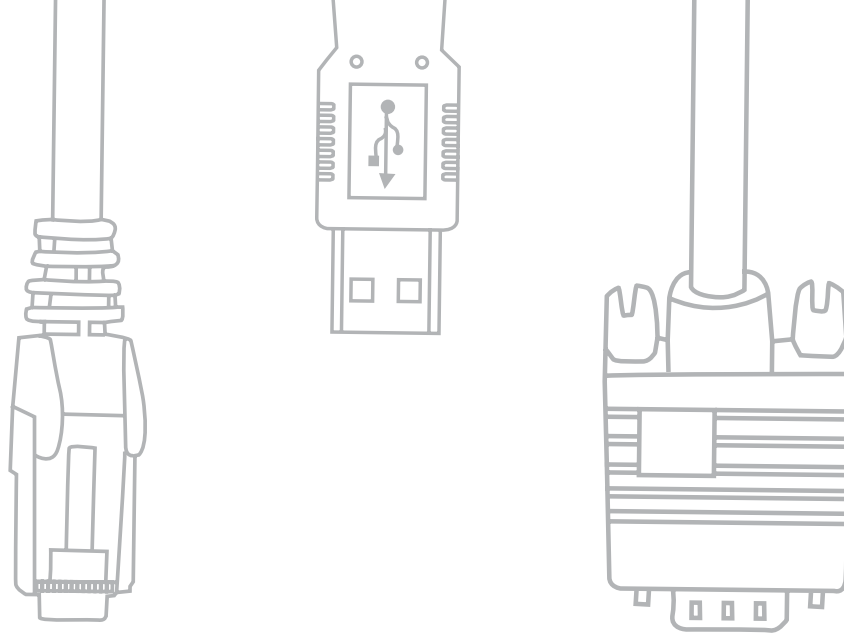


BLUE DIAMOND



**MERCHANDISING
CAMPAIGN**



THE BLUEDIAMOND DIFFERENCE

The BlueDiamond™ Difference

Since 1989, BlueDiamond™ has been producing high-quality computer cabling solutions for home and corporate users alike. Built to exacting specifications and backed by a lifetime warranty, BlueDiamond™ cables are designed to deliver the highest possible performance and longevity in virtually any operating environment. *Choose BlueDiamond™ today and start making the best connections.*

The Products

All BlueDiamond™ cables are designed to deliver superior performance at a competitive price. Customers will recognize the BlueDiamond™ name and reputation thanks to over 20 years of expertise in the cable business. All of our cables carry a **Lifetime Warranty**.

For 2011, we've reworked our entire line of cables to provide a much more cohesive brand for all retail outlets:

- **Smaller Package Sizes:** We've cut down your costs with smaller, more economical packaging. Save on shipping and wall space in your store, meaning a lot more profit per square foot.
- **More Selection Than Ever:** We've nearly tripled our offering of Blue Diamond Retail Cables. Find more variety in cables, lengths and colours than ever before.
- **Colour Coding:** We've made it as easy as possible for your customers to find the cables they need. Easier to read colour labels, and see-through windows, making each cable end entirely visible to your customers.

Clear Windows allow customers to make certain the connections fit their need



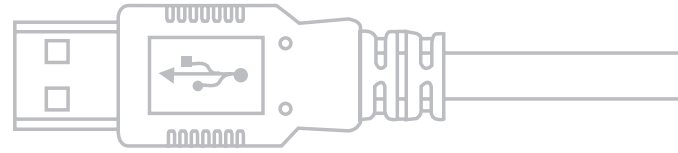
Coloured Labels make it easier to view Length, Cable Colour & SKU

All packaging is fully **bilingual**

Large Cable Image allows customers to see connections from a distance

RoHS Compliant. Our packaging is almost all paper, making it friendlier to the environment

MERCHANDISING CAMPAIGN



The BlueDiamond™ Merchandising Campaign

The BlueDiamond™ merchandising campaign makes it easy for dealers to order, manage, and display their BlueDiamond™ premium retail cables. A number of proven suggested product mixes are provided to make ordering easy, while all the necessary pegs, signs, or POP displays are included to guarantee an attractive display.

Recommended product mixes and layouts are provided to give dealers an indication of what the best selling items are. Ultimately, however, the final selection is left to the dealer, allowing you the flexibility to cater to your market's specific needs.

A one-time instant savings of up to \$150 on your first order decreases your initial investment on what is sure to become a profitable, long-lasting installation in your storefront.

Benefits:

- A number of proven suggested product mixes provided
- Attractively packaged retail products (Commands a higher MSRP)
- Free slat-wall pegs
- Instant Savings on initial order (for walls)
- Free BlueDiamond™ spinning display rack with sign (for POP program)

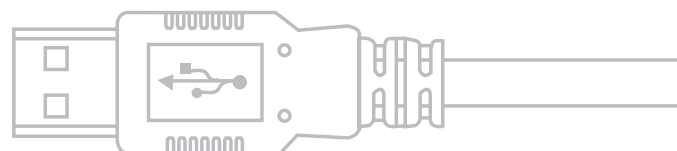
There are multiple packages to choose from, depending on your store size, space availability, and product assortment.



PRODUCT PRICING

SKU	DESCRIPTION	Dealer Cost	MSRP	Margin
6566	Retail Cat6 Network Patch Cable - BL 3ft	\$3.20	\$8.99	64%
6687	Retail Cat6 Network Patch Cable - GY 7ft	\$3.80	\$10.99	65%
6569	Retail Cat6 Network Patch Cable - BL 7ft	\$3.80	\$10.99	65%
6573	Retail Cat6 Network Patch Cable, WH 14ft	\$5.70	\$15.99	64%
6571	Retail Cat6 Network Patch Cable, BK 14ft	\$5.70	\$15.99	64%
6572	Retail Cat6 Network Patch Cable, BL 14ft	\$5.70	\$15.99	64%
6574	Retail Cat6 Network Patch Cable, BL 25ft	\$8.80	\$20.99	58%
6679	Retail Cat6 Network Patch Cable, BK 25ft	\$8.80	\$20.99	58%
6805	Retail Cat6 Flat Patch Cable - 3ft, BK	\$3.60	\$8.99	60%
6806	Retail Cat6 Flat Patch Cable - 7ft, BK	\$4.20	\$10.99	62%
6807	Retail Cat6 Flat Patch Cable - 14ft, BK	\$5.90	\$15.99	63%
6257	Retail Cat5e Network Patch Cable BL, 3'	\$2.70	\$7.99	66%
6259	Retail Cat5e Network Patch Cable BL, 7'	\$3.30	\$9.99	67%
6258	Retail Cat5e Network Patch Cable - BK 7'	\$3.30	\$9.99	67%
6261	Retail Cat5e Network Patch Cable WH, 7'	\$3.30	\$9.99	67%
6260	Retail Cat5e Network Patch Cable RD, 7'	\$3.30	\$9.99	67%
6702	Retail Cat5e Network Patch Cable - 7ft, GY	\$3.30	\$9.99	67%
6685	Retail Cat5e Patch Cable - Blue, 10ft	\$4.10	\$12.99	68%
6699	Retail Cat5e Patch Cable - Grey, 10ft	\$4.10	\$12.99	68%
6698	Retail Cat5e Patch Cable - Black, 10ft	\$4.10	\$12.99	68%
6264	Retail Cat5e Network Patch Cable BL, 14'	\$5.20	\$14.99	65%
6263	Retail Cat5e Network Patch Cable BK, 14'	\$5.20	\$14.99	65%
6266	Retail Cat5e Network Patch Cable WH, 14'	\$5.20	\$14.99	65%
6265	Retail Cat5e Network Patch Cable RD, 14'	\$5.20	\$14.99	65%
6686	Retail Cat5e Patch Cable - Grey, 14ft	\$5.20	\$14.99	65%
6267	Retail Cat5e Network Patch Cable BL, 25'	\$7.20	\$19.99	64%
6675	Retail Cat5e Patch Cable - Black, 25ft	\$7.20	\$19.99	64%
6676	Retail Cat5e Patch Cable - Grey, 25ft	\$7.20	\$19.99	64%
6802	Retail Cat5e Flat Network Cable - 3ft, BK	\$3.10	\$7.99	61%
6803	Retail Cat5e Flat Patch Cable - 7ft, BK	\$3.50	\$9.99	65%
6804	Retail Cat5e Flat Patch Cable - 14ft, BK	\$4.50	\$14.99	70%
6262	Retail Cat5e Network X-Over Cable - 7'	\$3.30	\$9.99	67%
6674	Retail Cat5e X-Over Cable - 10ft	\$4.10	\$12.99	68%

PRODUCT PRICING



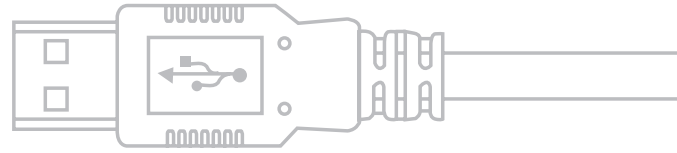
SKU	DESCRIPTION	Dealer Cost	MSRP	Margin
6692	Retail USB 2.0 AB Cable M/M - 3ft, Black	\$2.80	\$7.99	65%
6283	Retail USB 2.0 AB Cable - 6'	\$3.70	\$9.99	63%
6271	Retail USB 2.0 AB Cable - 10'	\$4.90	\$14.99	67%
6272	Retail USB 2.0 AB Cable - 15'	\$6.20	\$19.99	69%
6693	Retail USB 2.0 AB Cable M/M - Clear, 3ft	\$2.80	\$7.99	65%
6694	Retail USB 2.0 AB Cable MM - 6ft, Clear	\$3.70	\$9.99	63%
6695	Retail USB 2.0 AB Cable MM - 10ft, Clear	\$4.90	\$14.99	67%
6696	Retail USB 2.0 AB Cable M/M - 15ft, Clear	\$6.20	\$19.99	69%
6710	Retail LED USB 2.0 AB Cable - MM, Blue, 6ft	\$4.10	\$9.99	59%
6711	Retail LED USB 2.0 AB Cable - MM, Blue, 10ft	\$5.30	\$14.99	65%
6712	Retail LED USB 2.0 AB Cable - MM, Blue, 15ft	\$6.50	\$19.99	67%
6269	Retail USB 2.0 AA Ext Cable - 6'	\$3.90	\$9.99	61%
6270	Retail USB 2.0 AA Ext Cable - 10'	\$4.90	\$12.99	62%
6701	Retail USB 2.0 AA Ext MF Cable - 6ft, Clear	\$3.90	\$9.99	61%
6689	Retail USB 2.0 AA Ext MF Cable - 10ft, CL	\$4.90	\$12.99	62%
6792	Retail USB 3.0 AB Cable - MM 6ft	\$8.90	\$19.99	55%
6798	Retail USB2 Flat AB Cable - 6ft, BK	\$4.80	\$14.99	68%
6799	Retail USB 2.0 to Mini 6 Flat Cable - 6ft	\$4.80	\$14.99	68%
6332	Retail USB 2.0 to Mini 6 Cable - 6ft	\$4.20	\$12.99	68%
6334	Retail USB 2.0 to Mini 4 Cable - 6ft	\$4.20	\$12.99	68%
6704	Retail USB 2.0 AA Kit w/ 4 Adapters 6ft, CL	\$9.20	\$19.99	54%
6703	Retail USB 2.0 AA Kit w/ 4 Adapters 6ft, BK	\$9.20	\$19.99	54%
6308	Retail Firewire 4-4 Cable - 6ft	\$5.60	\$14.99	63%
6465	Retail Firewire 4-4 - 15ft	\$6.75	\$26.99	75%
6309	Retail Firewire 6-4 Cable - 6ft	\$5.60	\$14.99	63%
6466	Retail Firewire 6-4 - 10ft	\$5.25	\$21.99	76%
6467	Retail Firewire 6-4 - 15ft	\$6.75	\$26.99	75%
6310	Retail Firewire 6-6 Cable - 6ft	\$5.60	\$14.99	63%
6468	Retail Firewire 6-6 - 10ft	\$5.25	\$21.99	76%
6255	Retail PS2 Cable - MF, 6'	\$3.10	\$8.99	66%
6256	Retail PS2 Cable - MF, 10'	\$3.60	\$9.99	64%



PRODUCT PRICING

SKU	DESCRIPTION	Dealer Cost	MSRP	Margin
6470	Retail Internal SATA300 - 50cm	\$2.90	\$6.99	59%
6471	Retail Internal SATA300 - 100cm	\$3.50	\$8.99	61%
6473	Retail eSATA300 - 100cm	\$5.40	\$12.99	58%
6538	Retail HDMI Cable - 3ft	\$6.90	\$14.99	54%
6311	Retail HDMI Cable - 6ft	\$8.90	\$19.99	55%
6312	Retail HDMI Cable - 10ft	\$10.90	\$24.99	56%
6313	Retail HDMI Cable - 15ft	\$14.50	\$29.99	52%
6488	Retail HDMI - 25ft	\$19.00	\$39.99	52%
6723	Retail HDMI CL3 MM Cable - 6ft	\$9.90	\$24.99	60%
6724	Retail HDMI CL3 Cable - 15ft	\$16.50	\$34.99	53%
6549	Retail HDMI v1.3 mini/HDMI - MM, BK, 6ft	\$8.90	\$19.99	55%
6547	Retail HDMI v1.3 mini Cable - MM, Black, 6ft	\$8.90	\$19.99	55%
6273	Retail VGA Cable - MM, 6'	\$7.40	\$19.99	63%
6274	Retail VGA Cable - MM, 10'	\$8.90	\$24.99	64%
6460	Retail VGA Cable MM - 25ft	\$13.90	\$39.99	65%
6457	Retail VGA Cable MF - 6ft	\$7.40	\$19.99	63%
6282	Retail VGA Cable - MF, 10'	\$8.90	\$24.99	64%
6458	Retail VGA Cable MF - 15ft	\$10.50	\$29.99	65%
6459	Retail VGA Cable MF - 25ft	\$13.90	\$39.99	65%
6330	Retail S-Video Cable - MM, 6ft	\$3.50	\$6.99	50%
6331	Retail S-Video Cable - MM, 10ft	\$4.10	\$9.99	59%
6709	Retail SVideo Cable - M/M, 15ft	\$4.50	\$12.99	65%
6280	Retail DVI-I Cable - MM, 6'	\$11.40	\$29.99	62%
6281	Retail DVI-I Cable - MM, 10'	\$14.60	\$34.99	58%
6279	Retail DVI-I -Cable MF, 10'	\$14.60	\$34.99	58%
6329	Retail DVI-D HDMI Cable - MM 6ft	\$8.90	\$19.99	55%
6453	Retail DVI-D HDMI MM - 10ft	\$10.60	\$24.99	58%
6454	Retail DVI-D HDMI MM - 15ft	\$13.20	\$29.99	56%
6455	Retail DVI-D HDMI MM - 25ft	\$17.20	\$39.99	57%
6277	Retail DVI-D Cable M/M - 6ft	\$10.90	\$29.99	64%
6278	Retail DVI-D Cable M/M - 10ft	\$13.20	\$34.99	62%
6452	Retail DVI-D Cable MM - 15f	\$15.90	\$39.99	60%

PRODUCT PRICING



SKU	DESCRIPTION	Dealer Cost	MSRP	Margin
6714	Retail USB 2.0 to Parallel Printer Cen36 Cable	\$11.30	\$29.99	62%
6700	Retail USB 2.0 DB9 Converter Cable - Clear	\$11.30	\$29.99	62%
6682	Retail North American CSA PowerCord - BK, 6ft	\$5.40	\$12.99	58%
6684	Retail NA Thinkpad PowerCord - 6ft	\$5.40	\$12.99	58%
6683	Retail CSA Notebook Powercord - BK, 6ft	\$5.40	\$12.99	58%
6795	Retail Mini Displayport to VGA Adapter - WH	\$19.60	\$39.99	51%
6794	Retail Mini Displayport to HDMI Adapter - WH	\$14.30	\$29.99	52%
6793	Retail Mini Displayport to DVID Adapter - WH	\$14.30	\$29.99	52%
7221	Retail Cat6 Coupler - White	\$2.50	\$6.99	64%
7220	Retail Cat5e Coupler, White	\$2.25	\$6.99	68%
4143	Retail DVI Male to VGA Female Adapter	\$4.90	\$14.99	67%
4142	Retail DVI Female to VGA Male Adapter	\$4.90	\$14.99	67%
4141	Retail DVI M to HDMI F Adapter	\$5.10	\$14.99	66%



NEW & SPECIALITY CABLES



Displayport Adapters:

Ideal for connecting your desktop or notebook to a second monitor, TV or projector. Ideal connection for Macbooks.

Available with DVI, HDMI & VGA Connections



Flat Cable Construction:

Ideal for smarter use, mobility and storage. Easier for installations, especially along desk edges, underneath carpets & rugs, and along walls for LCD connections.

Available in USB AB, Cat5e, Cat6 & HDMI CL3



USB Cable Kits:

Includes USB AA and 4 Adapters: AB MM, Mini B 5pin, mini B 4pin, & Micro B MM

Available in Clear & Black

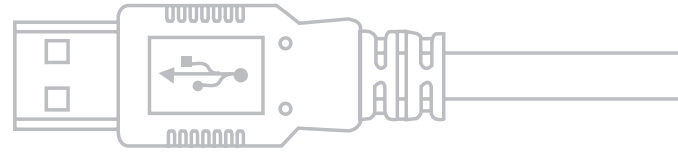


HDMI Cables:

Ideal for numerous video connections, and our most popular Cable

Available in HDMI MM, HDMI Mini, and HDMI CL3

MERCHANDISING PACKAGES



WALL PLAN-O-GRAMS

RACK PLAN-O-GRAMS

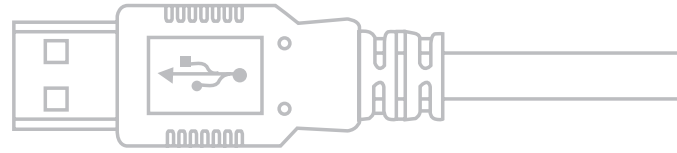
SKU	DESCRIPTION	BASIC	DELUXE	ULTIMATE	3 SIDED	4 SIDED
6573	Retail Cat6 Network Patch Cable, WH 14ft			2		3
6572	Retail Cat6 Network Patch Cable, BL 14ft			2		3
6679	Retail Cat6 Network Patch Cable, BK 25ft		2	2		3
6257	Retail Cat5e Network Patch Cable BL, 3'	5	4	4		
6259	Retail Cat5e Network Patch Cable BL, 7'	3	4	4	3	3
6258	Retail Cat5e Network Patch Cable - BK 7'	3	4	4	3	3
6685	Retail Cat5e Patch Cable - Blue, 10ft	3	3	3		
6698	Retail Cat5e Patch Cable - Black, 10ft	3	3	3		
6264	Retail Cat5e Network Patch Cable BL, 14'	3	3	3	5	5
6263	Retail Cat5e Network Patch Cable BK, 14'	3	3	3	3	3
6266	Retail Cat5e Network Patch Cable WH, 14'			3	3	3
6267	Retail Cat5e Network Patch Cable BL, 25'	2	2	3		
6675	Retail Cat5e Patch Cable - Black, 25ft	2	2	3		
6676	Retail Cat5e Patch Cable - Grey, 25ft	2	2	3	3	3
6802	Retail Cat5e Flat Network Cable - 3ft, BK			3		
6803	Retail Cat5e Flat Patch Cable - 7ft, BK			3		
6804	Retail Cat5e Flat Patch Cable - 14ft, BK			3		3
6262	Retail Cat5e Network X-Over Cable - 7'			3		
6273	Retail VGA Cable - MM, 6'	3	3	3	3	3
6274	Retail VGA Cable - MM, 10'	3	3	3	3	3
6457	Retail VGA Cable MF - 6ft			3		
6282	Retail VGA Cable - MF, 10'			3		
6283	Retail USB 2.0 AB Cable - 6'	3	5	3	5	5
6271	Retail USB 2.0 AB Cable - 10'	3	3	3	3	3
6272	Retail USB 2.0 AB Cable - 15'	3	3	3	3	3
6272	Retail USB 2.0 AB Cable MM - 6ft, Clear			3		
6695	Retail USB 2.0 AB Cable MM - 10ft, Clear			3		
6696	Retail USB 2.0 AB Cable M/M - 15ft, Clear	3	3	3	3	3
6269	Retail USB 2.0 AA Ext Cable - 6'			3		
6270	Retail USB 2.0 AA Ext Cable - 10'			3		



MERCHANDISING PACKAGES

SKU	DESCRIPTION	WALL PLAN-O-GRAMS			RACK PLAN-O-GRAMS	
		BASIC	DELUXE	ULTIMATE	3 SIDED	4 SIDED
6701	Retail USB 2.0 AA Ext MF Cable - 6ft,	3	4	4	4	4
6689	Retail USB 2.0 AA Ext MF Cable - 10ft, CL	3	3	3	3	3
6332	Retail USB 2.0 to Mini 6 Cable - 6ft	3	4	4	4	4
6704	Retail USB 2.0 AA Kit w/ 4 Adapters 6ft, CL	3	3	3		3
6703	Retail USB 2.0 AA Kit w/ 4 Adapters 6ft, BK	3	3	3		3
6330	Retail S-Video Cable - MM, 6ft			3		
6470	Retail Internal SATA300 - 50cm		3	3		
6471	Retail Internal SATA300 - 100cm			3		
6538	Retail HDMI Cable - 3ft		3	3		3
6311	Retail HDMI Cable - 6ft	3	4	4	4	4
6312	Retail HDMI Cable - 10ft	3	3	3	3	3
6313	Retail HDMI Cable - 15ft	2	2	2	2	2
6488	Retail HDMI - 25ft	2	2	2	2	2
6723	Retail HDMI CL3 MM Cable - 6ft		3	3		3
6724	Retail HDMI CL3 Cable - 15ft		3	3		3
6549	Retail HDMIv1.3 mini/HDMI - MM, BK, 6ft	3	4	3	4	4
6308	Retail Firewire 4-4 - 6ft		3	3		
6309	Retail Firewire 6-4 Cable - 6ft	3	3	3	3	3
6310	Retail Firewire 6-6 - 6ft		3	3		
6329	Retail DVI-D HDMI Cable - MM 6ft	3	3	3	3	3
6454	Retail DVI-D HDMI MM - 15ft	2	2	2	2	2
6277	Retail DVI-D Cable M/M - 6ft	2	2	2	2	2
6714	Retail USB 2.0 to Parallel Printer Cen36		2	3		2
6700	Retail USB 2.0 DB9 Converter Cable -	2	2	3	2	2
6795	Retail Mini Displayport to VGA Adapter -	3	3	3	3	3
6794	Retail Mini Displayport to HDMI Adapter			3	3	3
6793	Retail Mini Displayport to DVID Adapter -	3	3	3	3	3
4143	Retail DVI Male to VGA Female Adapter		3	3		3
4142	Retail DVI Female to VGA Male Adapter			3		3
4141	Retail DVI M to HDMI F Adapter		3	3		3

BASIC PACKAGE



The Basic package gives the small retailer the core BlueDiamond™ cable products while at the same time respecting wall-space constraints that a smaller storefront may encounter.

Cat5e BL - 3ft x5 units 6257	Cat5e BL - 7ft x4 units 6259	Cat5e BK - 7ft x4 units 6258	USB AB BK - 6ft x3 units 6283	USB MINI 6 BK - 6ft x3 units 6332	USB AA CL - 6ft x3 units 6701	MINI DISPLAYPORT TO VGA ADAPTER WHITE x3 units 6795	MINI DISPLAYPORT TO HDMI ADAPTER WHITE x3 units 6794	MINI DISPLAYPORT TO DVID ADAPTER WHITE x3 units 6793
Cat5e BL - 10ft x3 units 6685	Cat5e BK - 10ft x3 units 6698	USB AB BK - 10ft x3 units 6271	USB AA CL - 10ft x3 units 6689	HDMI MINI BK - 6ft x4 units 6549	HDMI BK - 6ft x4 units 6311			
Cat5e BL - 14ft x3 units 6264	Cat5e BK - 14ft x3 units 6263	USB AB BK - 15ft x3 units 6272	USB AA CL - 15ft x3 units 6696	DVI-D MM BK - 6ft x2 units 6277	HDMI BK - 10ft x3 units 6312			
Cat5e BL - 25ft x2 units 6267	Cat5e BK - 25ft x2 units 6675	FIREWIRE 6-4 BK - 6ft x3 units 6309	USB KIT CL - 6ft BK - 6ft x3 units x3 units 6703 6704	DVI-D HDMI BK - 6ft x3 units 6329	HDMI BK - 15ft x2 units 6313			
Cat5e GY - 25ft x2 units 6676	VGA MM BK - 6ft x3 units 6273	VGA MM BK - 10ft x3 units 6274	DB9 CONVERTER CL - 6ft x2 units 6700	DVI-D HDMI BK - 15ft x2 units 6454	HDMI BK - 25ft x2 units 6488			

45.5" TALL

36" WIDE

Note: Rendering is not to scale. Take note of measurements listed

Regular Dealer Cost:	\$750.40
Instant Savings:	\$50.41
Special Dealer Cost:	\$699.99
Dealer Profit:	\$1,165.05 Margin: 62%



DELUXE PACKAGE

The Deluxe package offers your customer a wider selection of BlueDiamond™ cables and also increases the shelf quantities of more popular SKUs. This is a good investment for larger storefronts.

Cat5e BL - 3ft x4 units 6257	Cat5e BL - 7ft x4 units 6259	Cat5e BK - 7ft x4 units 6258	USB AB BK - 6ft x3 units 6283	USB MINI 6 BK - 6ft x4 units 6332	USB AA CL - 6ft x4 units 6701	SATA300 RD - 50cm x3 units 6470	MINI DISPLAYPORT TO VGA ADAPTER WHITE x3 units 6795	MINI DISPLAYPORT TO HDMI ADAPTER WHITE x3 units 6794	MINI DISPLAYPORT TO DVI-D ADAPTER WHITE x3 units 6793	DVI M to VFA F ADAPTER BLACK x3 units 4143	DVI M to HDMI F ADAPTER BLACK x3 units 4141
Cat5e BL - 10ft x3 units 6685	Cat5e BK - 10ft x3 units 6698	USB AB BK - 10ft x3 units 6271	USB AA CL - 10ft x3 units 6689	VGA MM BK - 6ft x3 units 6273	DVI-D MM BK - 6ft x2 units 6277	HDMI MINI BK - 6ft x4 units 6549	HDMI BK - 3ft x3 units 6538				
Cat5e BL - 14ft x3 units 6264	Cat5e BK - 14ft x3 units 6263	USB AB BK - 15ft x3 units 6272	USB AA CL - 15ft x3 units 6696	VGA MM BK - 10ft x3 units 6274	DVI-D HDMI BK - 6ft x3 units 6329	HDMI BK - 10ft x3 units 6312	HDMI BK - 6ft x4 units 6311				
Cat5e BL - 25ft x2 units 6267	Cat5e BK - 25ft x2 units 6675	FIREWIRE 6-4 BK - 6ft x3 units 6309	USB KIT BK - 6ft x3 units 6703	USB KIT CL - 6ft x3 units 6704	DVI-D HDMI BK - 15ft x2 units 6454	HDMI BK - 15ft x2 units 6313	HDMI CL3 BK - 6ft x3 units 6723				
Cat5e GY - 25ft x2 units 6676	Cat6 BK - 25ft x2 units 6679	FIREWIRE 4-4 BK - 6ft x4 units 6308	FIREWIRE 6-6 BK - 6ft x3 units 6310	DB9 CONVERTER CL - 6ft x2 units 6700	PARALLEL PRINTER CEN36 - 6ft x2 units 6714	HDMI BK - 25ft x2 units 6488	HDMI CL3 BK - 15ft x3 units 6724				

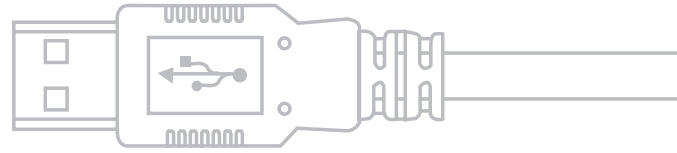
45.5" TALL

54" WIDE

Note: Rendering is not to scale. Take note of measurements listed

Regular Dealer Cost:	\$1,005.60
Instant Savings:	\$105.61
Special Dealer Cost:	\$899.99
Dealer Profit:	\$1,439.88 Margin: 65%

ULTIMATE PACKAGE



The Ultimate package will provide your storefront with a premium showcase of BlueDiamond™ cables. All top selling products are represented, presenting your customer with the best selection possible. Higher traffic storefronts will benefit from this higher availability of product.

Cat5e Flat BK - 3ft x3 units 6802	Cat5e BL - 3ft x4 units 6257	Cat5e BL - 7ft x4 units 6259	Cat5e BK - 7ft x4 units 6258	USB AB CL - 6ft x3 units 6694	USB AB BK - 6ft x3 units 6283	USB MINI 6 BK - 6ft x4 units 6332	USB AA CL - 6ft x4 units 6701	MINI DISPLAYPORT TO VGA ADAPTER WHITE x3 units 6795	MINI DISPLAYPORT TO HDMI ADAPTER WHITE x3 units 6794	MINI DISPLAYPORT TO DVI-D ADAPTER WHITE x3 units 6793	DVI M to VGA F ADAPTER BLACK x3 units 4143	DVI M to HDMI F ADAPTER BLACK x3 units 4141	DVI F to VGA M ADAPTER BLACK x3 units 4142	SATA300 RD - 50cm x3 units 6470
Cat5e Flat BK - 7ft x3 units 6803	Cat5e BL - 10ft x3 units 6685	Cat5e BK - 10ft x3 units 6698	FIREWIRE 4-4 BK - 6ft x4 units 6308	USB AB BK - 10ft x3 units 6271	USB AA CL - 10ft x3 units 6689	VGA MM BK - 6ft x3 units 6273	DVI-D MM BK - 6ft x2 units 6277	HDMI MINI BK - 6ft x3 units 6549	HDMI BK - 3ft x3 units 6538	SATA300 RD - 100cm x3 units 6471				
Cat5e Flat BK - 14ft x3 units 6804	Cat5e BL - 14ft x3 units 6264	Cat5e BK - 14ft x3 units 6263	FIREWIRE 6-4 BK - 6ft x3 units 6309	USB AB BK - 15ft x3 units 6272	USB AA CL - 15ft x3 units 6696	VGA MM BK - 10ft x3 units 6274	DVI-D HDMI BK - 6ft x3 units 6329	HDMI BK - 10ft x3 units 6312	HDMI BK - 6ft x4 units 6311	PARALLEL PRINTER CEN36 - 6ft x3 units 6714				
Cat5e WH - 14ft x3 units 6266	Cat6 BL - 14ft x2 units 6572	Cat6 WH - 14ft x2 units 6573	FIREWIRE 6-6 BK - 6ft x3 units 6310	USB AB CL - 10ft x3 units 6695	USB AA CL - 10ft x3 units 6270	VGA MF BK - 6ft x3 units 6457	DVI-D HDMI BK - 15ft x2 units 6454	HDMI BK - 15ft x2 units 6313	HDMI CL3 BK - 6ft x3 units 6723	DB9 CONVERTER CL - 6ft x3 units 6700				
Cat5e GY - 25ft x2 units 6676	Cat5e BL - 25ft x2 units 6267	Cat5e BK - 25ft x3 units 6675	Cat6 BK - 25ft x2 units 6679	USB KIT BK - 6ft x3 units 6703	USB KIT CL - 6ft x3 units 6704	VGA MF BK - 10ft x3 units 6282	S-VIDEO MM BK - 6ft x3 units 6330	HDMI BK - 25ft x2 units 6488	HDMI CL3 BK - 15ft x3 units 6724	Cat5e X-Over YL - 7ft x3 units 6262				

45.5" TALL

72" WIDE

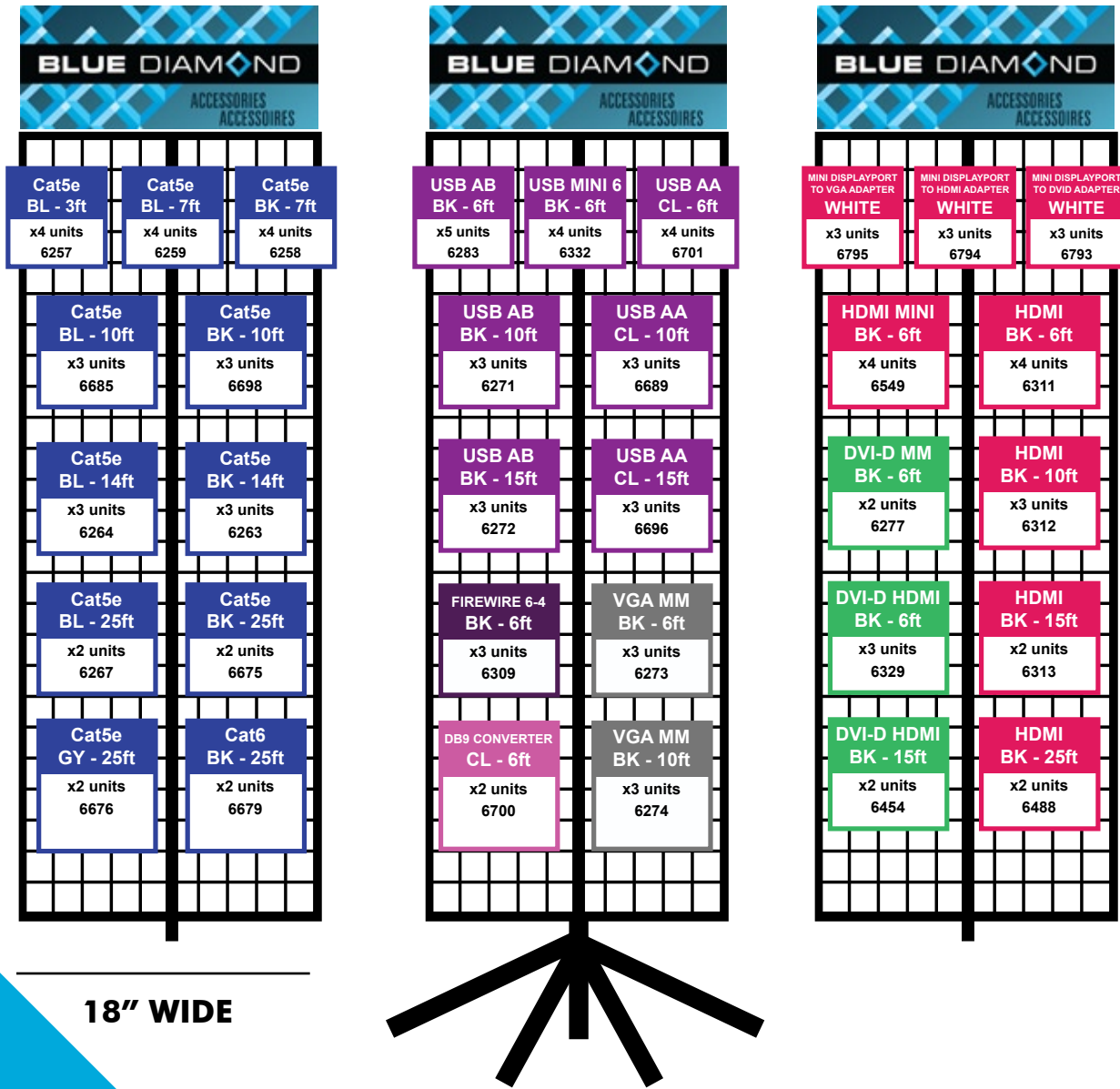
Note: Rendering is not to scale. Take note of measurements listed

Regular Dealer Cost:	\$1,251.90
Instant Savings:	\$151.91
Special Dealer Cost:	\$1099.99
Dealer Profit:	\$1,439.88 Margin: 66%



THREE SIDED RACK

The Three-Sided Spinning Display provides dealers with the perfect product mix of core Blue-Diamond cables. For stores that don't have the wall space, or wish to sell more, via an attractive single unit display.

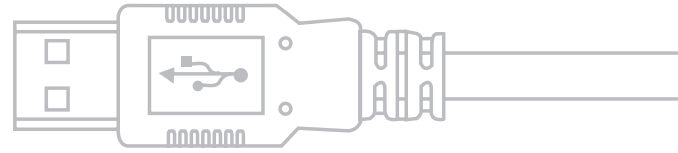


18" WIDE

72" TALL

Regular Dealer Cost:	\$750.00
Free Display Rack:	\$75 Value!
Special Dealer Cost:	\$750.00
Dealer Profit:	\$1882.00 Margin: 61%

FOUR SIDED RACK



The Four-Sided Spinning Display provides dealers with an even wider assortment of core Blue-Diamond cables. For stores that don't have the wall space, or wish to sell more, via an attractive single unit display.

18" WIDE

72" TALL

Rack 1 (Left)			Rack 2			Rack 3			Rack 4 (Right)		
Cat5e BL - 3ft x4 units 6257	Cat5e BL - 7ft x4 units 6259	Cat5e BK - 7ft x4 units 6258	USB AB BK - 6ft x5 units 6283	USB MINI 6 BK - 6ft x4 units 6332	USB AA CL - 6ft x4 units 6701	MINI DISPLAYPORT TO VGA ADAPTER WHITE x3 units 6795	MINI DISPLAYPORT TO HDMI ADAPTER WHITE x3 units 6794	MINI DISPLAYPORT TO DVI-D ADAPTER WHITE x3 units 6793	DVI M to VGA F ADAPTER BLACK x3 units 4143	DVI F to VGA M ADAPTER BLACK x3 units 4142	DVI M to HDMI F ADAPTER BLACK x3 units 4141
Cat5e BL - 10ft x3 units 6685	Cat5e BK - 10ft x3 units 6698		USB AB BK - 10ft x3 units 6271	USB AA CL - 10ft x3 units 6689		HDMI MINI BK - 6ft x4 units 6549	HDMI BK - 3ft x3 units 6538	HDMI BK - 6ft x4 units 6311	VGA MM BK - 10ft x3 units 6274	VGA MM BK - 6ft x3 units 6273	
Cat5e BL - 14ft x3 units 6264	Cat5e BK - 14ft x3 units 6263		USB AB BK - 15ft x3 units 6272	USB AA CL - 15ft x3 units 6696		HDMI BK - 10ft x3 units 6312	HDMI CL3 BK - 15ft x3 units 6723		DVI-D MM BK - 6ft x2 units 6277	Cat5e FLAT BK - 3ft x3 units 6802	
Cat5e BL - 25ft x2 units 6267	Cat5e BK - 25ft x2 units 6675		USB KIT BK - 6ft x3 units 6703	USB KIT CL - 6ft x3 units 6704		HDMI BK - 15ft x2 units 6313	HDMI CL3 BK - 15ft x3 units 6724		DVI-D HDMI BK - 6ft x3 units 6329	Cat5e FLAT BK - 7ft x2 units 6803	
Cat5e GY - 25ft x2 units 6676	Cat6 BK - 25ft x2 units 6679		PARALLEL PRINTER CEN36 - 6ft x2 units 6714	DB9 CONVERTER CL - 6ft x2 units 6700		HDMI BK - 25ft x2 units 6488	FIREWIRE 6-4 BK - 6ft x3 units 6309		DVI-D HDMI BK - 15ft x2 units 6454	Cat5e FLAT BK - 14ft x2 units 6804	

Regular Dealer Cost:	\$1,005.00
Free Display Rack:	\$100 Value!
Special Dealer Cost:	\$1,005.00
Dealer Profit:	\$2,521.00 Margin: 60%



Thank you for your interest in the

BLUE DIAMOND

MERCHANDISING CAMPAIGN

Contact your Sales Rep Today!

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1 800 268 4049

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www.tomauri.com