

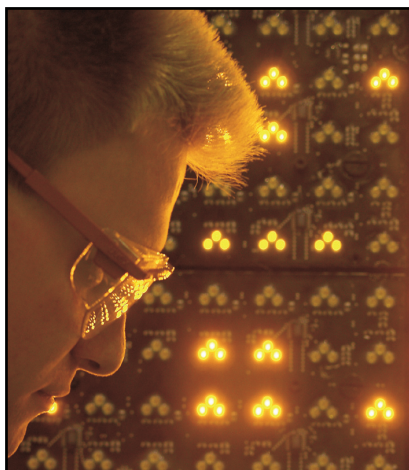
## Join the Watchfire Service Network



At Watchfire Signs, we manufacture the best looking, most durable electronic message centers in the industry. And maintaining a great relationship with our dealer partners is key to our success. These relationships have helped us become established as a preferred EMC supplier for several regional and national account chains. Many of these chains require a consistent, reliable service network to support their efforts nationwide. To this end, Watchfire is establishing the Watchfire Service Network, and we want you to be part of the team.

### Watchfire Service Network Training Program

To become a member of the Watchfire Service Network, simply have one or more service technicians complete our standardized training. There are two training levels: Certified and Authorized.



#### Certified Service Partners

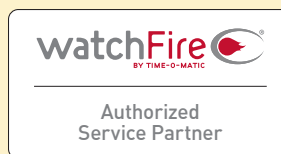
When your company sends one or more members of your service staff for in-depth, on-site training at the Watchfire headquarters in Danville, IL, your company will be eligible to become a Certified Service Partner. Certified trainees will attend a day-long, intensive factory training to understand and master sign installation and troubleshooting.



Certified training will be held quarterly and will include two nights lodging and meals during the training day — on us. If you get your people to Danville, we'll cover the training cost. Certified Service Partners will also have priority placement on the network list we provide to national accounts.

#### Authorized Service Partners

When your company's service personnel are trained through our online training program, your company will be eligible to become a part of the Watchfire Service Network as an Authorized Service Partner.



Authorized training is designed to accommodate trainees who may not have the time or resources to travel to Danville for factory training or who would like to complete their training on a more flexible schedule.



For both training programs, trainees will have access to articles, troubleshooting guides and technical specs through Watchfire's online KnowledgeBase. Assessments will be completed in person for the Certified program and online for the Authorized program. All assessments will be submitted to the Watchfire Service Network technical team; it will confirm your status as a Certified or Authorized Service Partner.

Membership in the Watchfire Service Network will last for one year from completion of the program and can be renewed when your staff receives up-to-date training and assessment. And as a Certified or Authorized Service Partner, you will always have access to the most updated KnowledgeBase information for your business.

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### How the Partnership Works

National account chains typically work with one or more preferred sign companies. Sometimes these large sign companies need installation and service assistance in a particular geographic area and want to work with trained dealers who have experience installing and servicing Watchfire LED signs.

Watchfire will provide structured training for the service network and assessment of the knowledge level attained. Then, we will provide the list of trained service partners to our national accounts. As a certified member of the Watchfire Service Network, your company will be given priority opportunities to service these accounts when the need arises. All service network members will contract work directly with a national account or its preferred sign company.

### Benefits of the Watchfire Service Network

- Free standardized training from Watchfire
- Listing as a Certified or Authorized Service Partner
- Increased exposure to potential national account business
- Watchfire Service Network logos for use in print, on the web and for embroidered applications

### Our Business is Your Business

Our largest national accounts include:

- |                        |                |
|------------------------|----------------|
| • McDonald's           | • Speedway     |
| • Dairy Queen          | • Tom Thumb    |
| • Dunkin Donuts        | • Kwik Shop    |
| • Havoline Xpress Lube | • TitleMax     |
| • Kroger               | • Hampton Inns |
| • WinCo Foods          | • Drury Hotels |

Our national account sales are growing every day. As they do, we will be able to give our Certified and Authorized Service Partners access to business they haven't had a chance to bid before. That means more installations, more satisfied customers and rising sales.

So be a part of our success with the Watchfire Service Network. The training your staff receives will benefit more than just national accounts; it will show in the quality of your work for every Watchfire LED sign you install and service.

**Join the Watchfire Service Network today.  
Call us at 866-637-2645 to schedule your training.**

