

Marketing on Demand Promotions—Trial, Multiple Purchase & Loyalty/Continuity

Boost Your Great Pro One Award!

Join The Pro One **SCHOLAR DOLLARS** FREQUENT BUYER CLUB

COLLECT SCHOLAR DOLLARS With Every Pro One Purchase. And Enjoy Your Choice Of Cool School Tools!

Pro One...Your Education Destination

enter the Pro One **College CASH** Sweepstake

WIN a \$5,000 Scholarship or other great educational prizes!

ENJOY A VALUABLE LEARNING EXPERIENCE!

ENTER THE Pro One **LEARN FROM THE PROS** SWEEPSTAKES

WIN AN ULTIMATE LEARNING EXPERIENCE FOR YOUR FAMILY!

Pro One Puts Learning Power At Your Fingertips!

ENTER THE Pro One **POWER LEARNING** SWEEPSTAKES

WIN The "Ultimate Power Package" Featuring The (X) Computer, Monitor, Printer and other!

PLUS, Enjoy "PowerSavings" Up To \$25 With Pro One Rebate!

Pro One **POWER SHOPPING** SPREE SWEEPSTAKES

Win a \$5 Pro One Power-Shopping Spree (in Account Balance) or One (X) Other Power-Shopping, Sportacular Prizes!

A PRO ONE EDUCATION IS YOUR TICKET TO SUCCESS!

ENTER THE Pro One **SPORTACULAR** SWEEPSTAKES

WIN Tickets To (A Major Sporting Event) Or One Of (X) Sportacular Equipment Prizes!

PLUS Save up to \$25 With The Pro One "Ticket To Savings" Rebate

Enter The Pro One **Disney DISCOVERY** SWEEPSTAKES

Ready For A Magical Education?

WIN A Family Favorite Getaway to The World of Disney

Pro One...Your Education Destination

SAVE UP TO \$25 WITH Pro One **LEARN MORE EARN MORE** REBATE

SAVE \$5 BY PURCHASING 1 Pro One SOFTWARE TITLE

SAVE \$15 BY PURCHASING 2 Pro One SOFTWARE TITLES

SAVE \$25 BY PURCHASING 3 Pro One SOFTWARE TITLES

Pro One...Your Education Destination

EXPAND YOUR LEARNING HORIZONS!

Pro One **THE SKYS THE LIMIT!** SWEEPSTAKES

BLAST OFF WITH A FUN FAMILY VACATION TO SPACE CAMP! OR! Win Other Great Out-Of-This-World Prizes!

Pro One **EXTRA-CREDIT OFFER**

FREE **COOL SCHOOL DAYTIMER**

In The Mail With Purchase of Any Pro One Learning Title!

SCORE **Cool School CLOTHES** With Pro One And Starter

Get Your Favorite NCAA Starter Apparel in the mail with purchase of Pro One Software Titles

Pro One **STARTER**

Pro One **DESTINATION EDUCATION** SWEEPSTAKES

WIN THE ULTIMATE SAN DIEGO LEARNING EXPERIENCE

Wild Animal Park San Diego Zoo See World

PRO ONE...YOUR EDUCATION DESTINATION