

Consumers are asking:

- ▶ Where can I buy your products?
- ▶ Can I buy it online or locally?
- ▶ Is it in stock?
- ▶ What is the price?

Are you able to answer these questions for your consumers from your corporate website? If not, Where 2 Get It has the solution for you.

When a shopper visiting your website is ready to buy, the issue becomes where to buy. With Product Locator, your shoppers will learn exactly where to buy your products, either online or locally.

Buy Online

Allows your customers to easily find authorized online retailers that have your products in stock. Links the consumer directly from your product page to the eTailor's product page (P2P Links).



Buy Local

Allows your customers to quickly find local authorized dealers, distributors, or stores that carry your products, and include interactive maps and turn by turn driving directions.



Manufacturers who embrace new shopping trends will have a business edge over those who do not. Providing multiple sales channels can increase opportunities for additional sales as well as help expand brand recognition.



Sporting Goods Manufacturers

While sales in brick and mortar stores were a bit cold this fall, online sales were on fire. According to SIA snow sports consumers are using the Internet more and more every season to research and compare gear, to plan their vacations and to buy gear. Last season, Internet sales increased 46% in dollars to \$492 million and that trend continued in the early part of the 2008.09 season. Consumers are hunting for bargains and buying when they find them.

Manufacturers need to capitalize on this growing trend and take more control over the entire buying process. Where 2 Get It's Product Locator will help you sell more by making it easy for consumers to find where to buy your products both online and locally. For local shoppers, Where 2 Get It's Product Locator solution can show the consumer where each location is in relation to where they are. The user can click on a location to see a street-level map, and get driving directions without leaving your website.

How can the Product Locator help you sell more?

Buy Online – Give consumers the ability to go directly from your Product Page to your online retailer's Product Page (P2P) to increase conversion and eliminate the competition. Consumers can choose their preferred online retailer ("eTailor"), and with one click land directly on your product page on the eTailor's website.

Buy Locally – With Where 2 Get It's GeoIP you can instantly list the dealers selling your products locally on a map without the consumer having to enter any information at all! Consumers can also enter a zip code or city/state if looking for a remote location. Both options include the ability to render driving directions to the dealer of their choice.

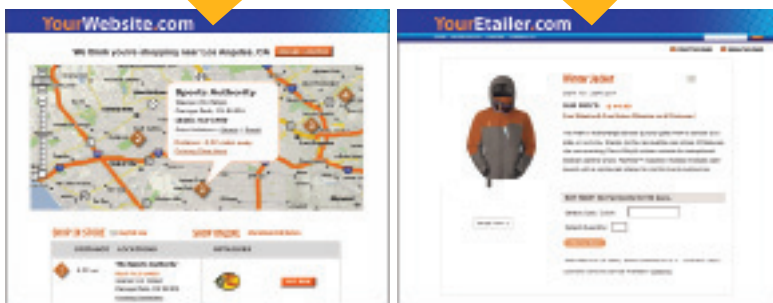
Reserve Locally – Give the consumers a fast and easy way to reserve and pick up products at local stores. Half of all consumers searching online intend to buy locally. We make stores and local shopping areas "searchable", which allows retailers to easily tap into the online to in-store phenomenon no matter what their existing online and inventory capabilities are.

Improve Customer Service – Conversion and brand loyalty will increase when you put these powerful tools in the hands of the highly valuable consumers that are researching where to buy on your website.

The Product Locator will match the look and feel of your website and can be setup as a Hosted Application or Web Service.

▶ Call us today to talk about your specific needs. Toll Free: 888-377-2767

Drive more sales to your channel partners with Where 2 Get It's Product Locator



Buy Local

Buy Online

Where 2 Get It is a premier provider of location-based services including our Web- and mobile-based locator services that empower manufacturers and retailers to connect consumers with where to buy, both online and locally.

Where 2 Get It provides a unique combination of high consumer usability, robust database management, and statistics collection capabilities, making it the most versatile and powerful Product Locator solution available.

We combine this technology strength with our unlimited technical support and integration assistance, a flat pricing structure, and the personalized service approach of a smaller company.

Testimonials

where2get **it**[®] has delivered leading solutions in consumer electronics, apparel, automotive, financial services, hospitality, manufacturing and retail since 1997.

With hundreds of brand name websites using the Where 2 Get It Locators and a client retention rate of 95%, we are confident that we can deliver a solution that fits your specific needs.

"By providing multiple buying options, consumers can decide on how to make a purchase from a retailer of their choice. And with the tracking that's provided with the Product to Product links in the Locator Console we know exactly how much traffic we are sending out to our retailers, which is very valuable information."



Matt Merenda
Internet Project Manager
Columbia Sportswear Company

"We are continually striving to provide the absolute best customer service possible, and the Where 2 Get It product locator technology aligns very well with that commitment," said Bill Boland, creative director for Patagonia's Web site. "After only a few months, the Where 2 Get It solution has already made dramatic improvements in driving sales of Patagonia products through its online retail partners, as well as directing consumers to offline retail locations."



Bill Boland
Creative Director
Patagonia.com

More than 550 leading brands use the Where 2 Get It locator technology including 686, Body Guide, Canada Goose, Columbia Sportswear Company, ExOfficio, GoLite, Leatherman, Montrail, Mountain Hardwear, Patagonia, Pendleton, Salomon, Smith Optics, Sorel, Suunto, and Swiss Army.

▶ Call or email us today to talk about your specific needs.

Toll Free: 888-377-2767 • **Fax:** 714-695-9809 • **email:** sales@where2getit.com • **Web:** www.where2getit.com