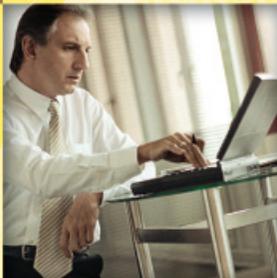




Dealership Program

Generate reoccurring revenue and complement your product sales by selling AirRoamer Courtesy Access



Program overview

Become a AirRoamer Dealer and enable your customers to safely and easily provide WiFi Internet access to their business guests. By improving your customer's corporate security and overall productivity, AirRoamer Dealers realize an entirely new and ongoing revenue stream. Customers quickly become clients as equipment sales are complemented by managed services to create a complete solution. Generate monthly revenue indefinitely and escalate your customer relationships today. It is easy to do and even easier to sell.

Generate reoccurring revenue from existing customers

AirRoamer Dealers only have to sell Courtesy Access once to generate revenue indefinitely. With an attractive margin and volume incentive discount, AirRoamer Dealers can equalize monthly cash flows and commissions with an entirely new source of income.

Complement product sales with managed services

Product commoditization and increased competition means that profit margins for equipment continue to erode. Courtesy Access from AirRoamer mitigates this trend by enabling AirRoamer Dealers to combine products and managed services to create a customized value proposition for each customer. This formula ensures that the value originates with the AirRoamer Dealer allowing them to support prices.

Fortify customer relationships

Customers are very loyal to service providers because services are critical to their daily operation. Courtesy Access positions AirRoamer Dealers to establish a preferred relationship. Use Courtesy Access to improve your overall stickiness, maintain a reputation as a trusted advisor and turn your customers into clients who will call you first.

www.airroamer.com

Differentiate your solutions from the competition

With some customers, a strong relationship is enough. But many customers use competitive processes such as Requests for Proposals (RFPs). Courtesy Access can enable AirRoamer Dealers to differentiate their solution from that of other bidders. WiFi is one of the hottest trends facing IT departments today and represents a growing portion of IT spending. But customers are still struggling to understand the full impact of this phenomenon on their businesses. AirRoamer Dealers are better equipped to assess and analyse the impact of WiFi on their clients and can provide critical advice during the specification period of an RFP. Upon RFP issuance, AirRoamer Dealers are able to combine managed services with a custom network design to create a unique proposal, a better value proposition and a winning solution.

Easy to sell

AirRoamer makes it easy to sell Courtesy Access. In addition to a compelling value proposition for your customers, AirRoamer provides comprehensive support to our Dealers including:

Technical training

- Standard equipment configurations
- Free subscription for dealer locations to enable familiarity, customer usage and sales demonstration of Courtesy Access
- Orientation of administrative staff as to how Courtesy Access is procured
- Sales training to ensure that sales staff are comfortable selling the product
- Simple tools and collateral to help sales and technical personnel close deals
- Ongoing sales support
- 7/24 Help desk for dealers, customers and end users

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About AirRoamer

AirRoamer Inc., established in early 2003, is a privately held company with its head office in Toronto and marketing, development and operations located in Ottawa.



AirRoamer
wireless internet