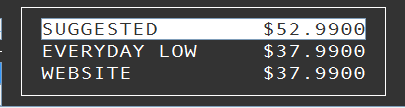
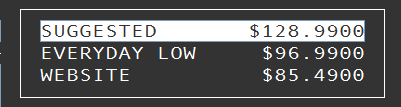
**March 2016 Pricing Updates**

* All discounts will be pulled out of all retail AD codes (ORA0216)
* All discounts will be a manual override to get to a promo or web price
* Salespeople will be able to manually override to get to a promo or web price
* Manual overrides will go up
* AD code discounts will go down and eventually to zero
* Overall discounts will go down

**How to identify an item on promo**

**Not on Promo On Promo**

**Lets show the savings**



**AD codes replacing the ORA AD code**

**DIR** DIRECT MAIL ADVERTISING

**WEB** WEBSITE ADVERTISING STORE

**SOC**  SOCIAL MEDIA ADVERTISING

**RAD**  RADIO ADVERTISING STORES

**PRI**  PRINT ADVERTISING STORES

**WALKIN** CUSTOMER WALKIN STORES

AD codes will be used to track what brought customer in, not to drive discounts