

Kaplan Pre-College POS Promotion • July 2008

TERMS:

- Retail accounts only.
- The four-week POS incentive comparison dates are:
 - For 2008: Week ending July 7th through July 28th (BookScan weeks 27-30 for 2008)
 - For 2007: Week ending July 8th through July 29th (BookScan weeks 27-30 for 2007)
- +5% credit is on a per title basis. An account may achieve a 20% increase on some eligible titles and earn the +5% credit on those titles only, while not qualifying for the +5% credit on other eligible titles. Accounts do not need to achieve a 20% increase on all titles in order to participate.
- Accounts must provide POS data for eligible titles during the designated 2008 sales periods. In the absence of POS data, an account may provide an affidavit signed by a Kaplan Account Manager.
- *Option for Retail Accounts that Purchase Exclusively through Wholesalers:
(Retail accounts in this category are eligible to receive the equivalent of 5% of the suggested retail price (SRP) in exempt 2008 coop dollars per unit sold when they comply with the terms outlined above. Please see your Kaplan account manager for more details.)
- Documentation and claim must be submitted no later than September 1, 2008.

<u>Upcoming 2008 Test Dates</u>	
January 26:	SAT / SAT Subject Tests
February 9:	ACT (Except for New York State)
March 1:	SAT only
April 12:	ACT
May 3:	SAT / SAT Subject Tests
June 7:	SAT / SAT Subject Tests
June 14:	ACT
September 13:	ACT
October 4:	SAT / SAT Subject Tests* (proposed)
October 15, 18:	PSAT
October 25:	ACT
December 6:	SAT / SAT Subject Tests* (proposed)
December 13:	ACT

Kaplan ACT Test Prep:

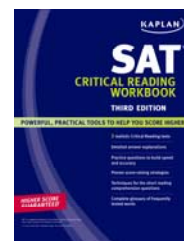
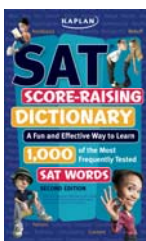
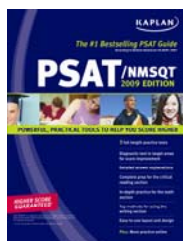
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