



September 5th, 2013

AWE Michigan Group Special

AWE is committed to promoting early literacy. As such, we want to help Michigan libraries to obtain the best price possible on a new Early Literacy Station or an AfterSchool Edge computer.

The Offer:

During the time period of October 1st – November 15th, 2013 we are offering a special volume discounted price to all Michigan libraries.

During the specified time period, orders from all Michigan libraries will be combined and each library will enjoy the corresponding volume discounted price. For example, if five libraries each order five units then the total volume is 25 units and the price is \$2,835 each. If ten libraries purchase five each then we've reached the 50 unit mark and the volume price is \$2,678 each. This gives smaller libraries the same purchasing power as the large library systems.

Early Literacy Station™:

Early Literacy Station™ English - LIST PRICE	\$ 3,937.00
Early Literacy Station™ English Educational Discount (1-9 units)	\$ 3,150.00
Early Literacy Station™ English Volume Discount (10-24 units)	\$ 2,993.00
Early Literacy Station™ English Volume Discount (25-49 units)	\$ 2,835.00
Early Literacy Station™ English Volume Discount (50+ units)	\$ 2,678.00

AfterSchool Edge™:

AfterSchool Edge™ English - LIST PRICE	\$ 3,937.00
AfterSchool Edge™ English Educational Discount (1-9 units)	\$ 3,150.00
AfterSchool Edge™ English Volume Discount (10-24 units)	\$ 2,993.00
AfterSchool Edge™ English Volume Discount (25-49 units)	\$ 2,835.00
AfterSchool Edge™ English Volume Discount (50+ units)	\$ 2,678.00

Shipping:

Free shipping on all orders! This saves libraries \$50 per unit. All orders will be shipped to the specified library on the order form. All prices shown above are the actual cost to the library (no additional fees or charges).

Support:

All computers come with a three year hardware warranty AND annual software upgrades. Technical support is available both during and after the warranty period (we will still give phone and email support to out of warranty units). Warranties and software upgrades can be extended by 1 or 2 additional years for a cost of \$500 or \$1,000 respectively at the time of purchase. Libraries can still extend the warranty at anytime during the initial three year period but the cost goes up a little if it's not done at the time of purchase. Warranty extensions after initial purchase are \$525 and \$1,050 respectively.

**Trade In:**

Older AWE units can be traded in. We give \$150 per unit toward a new one. There is no cost to the library to ship the old unit back and we dispose of it according to green guidelines. I know that there are a fair number of older units in Michigan that could be traded in during this offer.

The Process:

All interested libraries should send an email to me indicating their interest and how many units they're looking at. I will keep a spreadsheet and will provide an update as we near the next volume discount. If another discount threshold is reached then you'll be notified immediately.

Toward the end of the offer period (around November 1st), or as soon as we've reached the lowest price tier, I will email order forms to each interested library to sign and fax back to me.

AWE will invoice libraries directly and ship their new unit to them. Units are shipped within two weeks of receiving an order and invoices are mailed at the same time with net 15 terms. I will delay billing for any library that needs to wait until January for new funds.

Information & Demo's:

Libraries should contact me for additional information, questions, and demo requests at their library. I will also be at the MLA conference in Lansing October 16-18 and can show the unit at that time too.

About the Early Literacy Station:

The Early Literacy Station (ELS) is a dynamic, turnkey all-in-one digital learning solution for children ages 2-8. It requires no Internet connection, so it is safe and secure. The latest version features more than 60 educational software programs spanning seven curricular areas. The educational titles are displayed using engaging graphics and intuitive menus.

- More Information: <http://www.awelearning.com/en/markets/libraries/in-the-library/the-early-literacy-station/>.
- Brochure: http://www.awelearning.com/files/3113/7692/3961/AWE_Libraries_ELS_Aug2013.pdf.

About the AfterSchool Edge:

The AfterSchool Edge from AWE is the first complete digital learning solution designed specifically for out-of-classroom use. It's available on the same hardware platforms as the Early Literacy Station and features over 50 top rated educational software programs. The Edge is designed for kids ages 6-14 and covers all seven curriculum areas.

- More Information: <http://www.awelearning.com/en/markets/schools/after-school-programs/afterschool-edge/>.
- Brochure: http://www.awelearning.com/files/2213/6327/5190/AWE_AfterSchoolEdge_3142013.pdf.



*Inspiring every child to
become a lifelong learner™*



Live Webinars for more information:

Sign up here for a live webinar. They last 30-40 minutes and will give a good overview of the Early Literacy Station, the content, and the features. There will be open Q&A too.

<http://www.awelearning.com/en/global/learn-more/livewebinarschedule/>

We appreciate your assistance with promoting this offer. Together, we will get the best price possible for Michigan libraries.

Sincerely,

Jeremy Link

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