

## Our Affiliate Program is Moving to ShareASale!

On February 1, 2011, we will begin to use ShareASale as our exclusive SoldierCity affiliate program. At that time, we will no longer offer our current program. Sign up with ShareASale now to continue earning commission as a SoldierCity affiliate.

As a token of our gratitude, we'll pay you a

**15% commission**

on your ShareASale affiliate links until 2/28/11.

To receive this exclusive rate, simply sign up using the link below and include the words **15% commission** in your SoldierCity ShareASale application. If you are already a SoldierCity affiliate through ShareASale, email us to request your 15% commission.

**Sign Up With ShareASale Now!**

[Web site](#) [More Information](#)

As we enter the new year, we are preparing for a rewarding first quarter. Included in these efforts are a more user-friendly Web site, as well as a new order processing system.

Because of these changes, we will no longer be offering the affiliate program under our current system. Instead, we will be using ShareASale -- one of the most popular and reputable affiliate programs in the industry.

**While we will keep our current program until the end of the month, we strongly encourage you to apply for ShareASale as soon as possible.**

Doing so will give you the opportunity to change your affiliate links before we switch to our new system.

Once you are approved as a SoldierCity affiliate through ShareASale, you will find that things are very similar to our existing program. Here are some highlights:

- **You will be paid a commission rate of 7% for all items.**
- **Your cookie setting will remain at 60 days.** In other words, as long as a sale is made on our Web site within 60 days of a customer's original click on your site, you will receive credit for that sale.
- **You will continue to be paid monthly.** Payments will be made by ShareASale automatically on the 20th day of each month, provided that your account balance reaches \$50 or more for the previous months' transactions. Amounts lower than \$50 will remain in your account until you meet the \$50 threshold. Direct deposit is also available.
- **You can continue to link to any page on our Web site.** Once you become a ShareASale affiliate and log in to your account, you will see the many linking options that are available to you. **Just keep in mind that your linking code will be different from your current one; therefore, you will be required to convert your links to ShareASale's accepted linking format.**
- **You will be provided with incentives such as bonuses for yourself and promotions for your customers.** In addition, you will have access to features like product datafeeds and detailed reports.

**Read more about our ShareASale affiliate program here.**

You can also find out more information about ShareASale via their Web site: <http://www.shareasale.com>.

**APPLY NOW -- IT'S QUICK AND EASY!**

Don't forget to include the words **15% commission** in your SoldierCity ShareASale application to receive a special 15% commission rate until February 28, 2011.

Also, please note that because of our transition to a new order processing system, we have had some issues calculating commission rates. Whereas our old system was able to calculate these rates automatically, we must

now manually record all closed sales.

We expect to finish calculating the pending commission for all affiliates and issue the appropriate commission checks over the next couple of weeks. We appreciate your patience while we are doing so, and hope that in the meantime, you will take advantage of the advanced features and automatic payment calculations available through ShareASale.

Thank you for your business, and please feel free to contact us with any questions.

Sincerely,

***Your SoldierCity Affiliate Team***

SoldierCity, Inc.  
Serving America's Heroes  
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