



## 17% increase in sales over the past 4 weeks...

### Success Story\* #28 Summary:

#### Special Christmas "Quad" Promotion Compliance Best in 5 Years

#### Some Quotes from Our Customer:

**"Compliance on Holiday displays has been outstanding. This is the best I have seen in my 5 years on the team. Wave 2 is 18 percent ahead of last year at this time."**

**No doubt this compliance is responsible for the 17% increase in sales over the past 4 weeks.**

**Congratulations to ... and the REPS merchandising team!"**

***Assoc. Director***

**"Excellent. Shows how important "execution" is as part of our go to market strategy. Great work ... by your team.**

**...great example of ... our business on ... fire at Wal-mart Stores. Exceptional teamwork by all"**

***Team Lead***

**"Many thanks to you and your team for the exceptional execution against the Holiday Quad Program at Wal-Mart -- 85% Compliance in Waves 1 & 2.**

**We really appreciate your support and partnership!"**

***Director of Retail Merchandising***

**"These are terrific results!!! It really does show the benefit of brilliant in store execution!**

**... thanks to your team and the folks at REPS for another stellar year!"**

***Business Unit President***

**"I couldn't agree more! Blocking and tackling on this business is critical. Hopefully this kind of execution leading to the current WM category results will pay huge dividends during Holiday '08 decision time!**

**...as I told you before, REPS results in WM is best in class!"**

***Category Manager***

**\* Please Note:** Percentages and dollars are approximations of estimated benefits for illustration purposes only. Each client situation is unique and this is not intended as a guarantee of a specific outcome. Company names, names of individuals, financial and other details may have been changed in order to protect client confidentiality. Please contact us for details and a client contact for verification prior to making a decision based on success story information. **For more information, contact Tom Ingram at 972-394-5736 or [tom.ingram@handleman.com](mailto:tom.ingram@handleman.com)**