

PENTAX

PENTAX Imaging Company

A Division of PENTAX of America, Inc.
600 12th Street, Suite 300
Golden, CO 80401
TEL: (303)-799-8000
FAX: (303)-790-1131

Dear PENTAX Partner,

In an effort to better serve you, offers a useful, secure site to allow you to access current PENTAX sales and marketing materials 24 hours a day, 7 days a week. The *PENTAX Dealer Resource Site* (www.pentaximaging.com/dealersite/) contains the following information:

Marketing

- * *Repro Art (Photo CD) content*
- * *Rebates*
- * *Promotions*
- * *Press Releases*
- * *Pentax Print and TV Advertisements*

Resource Center

- * *Photo Price Guide*
- * *Sport Optics Price Guides*
- * *Pentax Contact Information*
- * *Manuals and Literature*

Products

- * *Sell Sheets*
- * *Premium Items*

To access the information on this secure site, you will need to provide your exclusive Dealer Account Number and a Dealer Identification Number (D.I.N). If you already have a D.I.N. set up, you are ready to go. If you do not have a D.I.N., you will need to get one by filling out and returning the attached form. We will process your request and email a unique D.I.N. to the contact person listed on the form.

Access to this information should not be shared with anyone outside of your organization.

Once you are in the site, you will be able to view, print or download the documents and information to assist with your own sales and marketing efforts. The PENTAX Dealer Resource Site is updated regularly.

We hope you will agree that this site is a step in the right direction in getting valuable content and information from us to you in a more efficient and timely manner. Enjoy the site.

Sincerely,

PENTAX Imaging Company

PENTAX Dealer Identification Number (D.I.N.) Request Form

Please complete the following information: (please type or print)

Company Name: _____

Company Address: _____

Phone Number: _____

Authorized Contact Person: _____

Phone Number for Authorized Contact: _____

E-mail for Authorized Contact: _____

Pentax Account Number: _____

Pentax Account Manager: _____

Authorized Contact Signature: _____

Note: By signing this form, you agree not to disclose the confidential information provided on the PENTAX Dealer Site to any third party.

All information must be complete before a D.I.N. can be issued.

Only one D.I.N. will be issued for any account. If the D.I.N. should become lost, the old number will be deactivated and a new number will be issued upon request. All information will be directed to the contact person listed.

Please mail or fax completed form to:

PENTAX Imaging Company
Attention: Consumer Services
600 12th Street, Suite 300
Golden, CO 80401
Fax: (303) 728-0184 or (303) 728-0145