



OK, I'll bite!

What the heck is the KMC Program?

It's not complicated. KMC is an abbreviation for "Keep MY Card". KMC is a loyalty program with mutual benefits. We want to keep you as a customer. You want to be taken care of. That means we've got to stay in touch. Here's how we do it. After your purchase (assuming there is one), we send you what appears to be a regular business card with one major difference.

On that card is a number. This number identifies you as our customer. Not just any customer, but one that remembers us by telling others of your experience with us, and telling us how we can better serve you and others. When a product fails as a result of a manufacturing defect, you just give us a call at 205.854.2611. Have your card number handy. Makes no difference if the manufacturer's warranty has expired. Your warranty is with us and as long as you retain your customer loyalty number, you've got a warranty.

There are a couple of caveats. A warranty does not cover abuse or replacement of expendable consumable items such as batteries, nor does it guarantee a rapid turnaround, loaner equipment, or on-site service. For more information on what a warranty does and does not cover, see www.info4u.us/Warranty.pdf.

We have a second program to take care of the things not covered by a warranty. We call it the GAB Program. GAB is an abbreviation for "Gimme A Buck". It works like this. At the time of purchase, you add \$12 per item (normally a radio). That's a buck a month for a year. In return for your purchase of GAB, you get next day exchange for the associated product. All we ask is return of the defective product, shipping or delivery prepaid. That's it! No downtime, no expense for non-warranty repairs, and no lost productivity. We take care of you!

After the first year, you can continue GAB service for \$2 per month (\$24 annually) for a second year of hassle-free service, and again in the third year a \$3 per month (\$36 annually). There's nothing else quite like GAB and we've got it, especially for YOU!

Thanks for the opportunity to be of service!

Burch H. Falkner, *At your service!*

