

SUPER D

is your premier partner for

DIRECT-TO-CONSUMER FULFILLMENT

We offer **CD, DVD** and **Vinyl** fulfillment for web-based businesses by shipping directly to your customers on your behalf.



OVER 400,000 TITLES IN STOCK

ELIMINATE INVENTORY RISK.

INCREASE SELECTION.

INCREASE SALES.

Why CDs, DVDs & Vinyl? Why internet retail?

- ▶ **SCOOP MARKETING** reported album sales at Non-Traditional music outlets (digital, internet, mail order, venue, non-traditional retailers) hit an all-time high in 2008 with sales breaking the 100 million mark for the first time. Non-Traditional is the only strata that experienced album growth over the previous year; with an increase of 15% over 2007. [1]
- ▶ **RIAA**[®] data states physical CD's sold in the US in 2008 were 362.6 million units. Physical albums sold through e-commerce sites were 27.5 million in 2008. [2]
- ▶ **REUTER'S**[®] reports: 64% of subscribers to digital music services and 57% of consumers who download have bought a physical CD in the last year. [3]
- ▶ **AMAZON.COM**[®] is the internet's largest retailer of physical media goods and reports fourth quarter worldwide media sales covering books, movies, music, digital downloads, software and video games -- grew 9% to \$3.64 billion, compared with \$3.33 billion in Q4 in 2007. [4]
- ▶ **VINYL** sales set a record for the Soundscan[®] era at 1.9 million units sold for 2008. Radiohead claimed top honors with 61,200 vinyl albums sold. [5]
- ▶ **TWICE.COM**[®]: 10.7 million stand alone Blu-Ray disc players and Playstation[®] 3 gaming consoles have shipped to retail since the formats launch 2.5 years ago, in comparison for the standard DVD player launch only 5.4 million players shipped to retail over its first 3 years. Nearly 1100 Blu-Ray titles are now available in the US market with "The Dark Knight" being the first Blu-Ray disc to register 1 million sales. [6]

Where does your business fit in?

**RETAILER/ETAILED
(YOU)**



Send customer orders via EDI and pay the same wholesale price per title!



SUPER D HAS...

- **THE PEOPLE:** A dedicated account representative will support you with the highest level of experience and service.
- **A PROVEN, EXCELLENT DELIVERY SYSTEM:** This will save you on freight costs and provide on time delivery.
- **THE EXPERTISE:** Let our buyers work for you.

SUPER D HOUSES THE PRODUCT Why should you pay overhead for product storage.

SUPER D THE EXPERTS IN PARTNERSHIP

SELECTION

- ▶ #1 FILL RATE IN THE INDUSTRY.
- ▶ We carry over 432,583 titles on-hand including 176,008 margin-enhancing imports and 32,963 exclusive products.
- ▶ SuperFile® the most comprehensive database with over 1,320,191 titles.

TECHNOLOGY

- ▶ EDI & FTP ordering capabilities.
- ▶ Reliable efficient packaging – we maximize protection and minimize weight.
- ▶ Same day technical files ensure quality communication.
- ▶ Same day shipping on DTC orders received by 12:00 PM PST, giving you 3 more extra hours of shipping time per day vs. East Coast distributors.

SERVICE

- ▶ Custom reporting to identify trends, top sellers, sales performance and much more.
- ▶ Returns processing on your behalf; returns files contain information to credit your customer.
- ▶ Super D is the silent partner, so your customer sees your company logo on the shipping label and packing slip.

[1] Scoop Marketing, December 31, 2008 Press Release, Published on National Association of Recording Merchandisers (NARM) website. [2] Cnet® News Music Sales for 2008 Ride Digital Coattails, January 1, 2009 [3] Reuters® Online seen claiming 41 pct share of U.S. music market, December 1, 2008 [4] Retailer Daily, Amazon.com Q4 Earnings Up 9%, Sales Up 18%, Published on January 30, 2009 and E-Commerce Times Amazon Q4 Profits Dive Despite Swelling Revenue By Keith Regan, February 2, 2007 [5] Nielsen® Soundscan® New Formats Sales Update, Published for NARM New Formats Industry Summit 5/11/09 [6] Twice.com® article Blu-ray Sales Made Market Strides In 2008, January 12, 2009 by Greg Tarr

**Contact us to receive a
FREE CD sent to you
in a sample package.**



SUPER D KEY TEAM MEMBERS

Bruce Ogilvie..... *CEO/Owner*
Jeff Walker..... *President/Owner*
Bobby Miranda... *Vice President of Sales*
Mel Fajardo..... *Vice President of Operations*
Thuy Ngo..... *Vice President of Purchasing*
Tim Hinsley..... *Vice President of Distribution Services*
Lisa Manley..... *Internet Sales Manager*
Jocelynn Pryor... *Director of Marketing*

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**We look forward to doing
*business with you!***

Super D Independent Distribution (SDID) recipient of the 2008 National Association of Recording Merchandisers (NARM) Small Distributor of the Year award, Super D named one of Inc. Magazine's® "500 Fastest Growing Private Companies", Awarded 2002 National Association of Recording Merchandisers (NARM) Medium Division Wholesaler of the year, Awarded 1999 National Association of Recording Merchandisers (NARM) Small Division Wholesaler of the year.