

Don't Turn Away "No Value" Books!

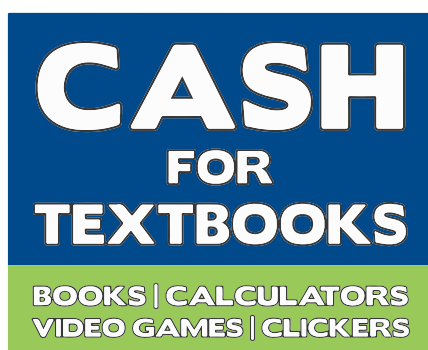


Penntext's *Retail Buyback Program* gives you excellent reason to buy books from students that you otherwise reject. Use our software to price these books, so you can impress instead of disappointing your customers:

- Put more money in students' pockets, to satisfy them more and give them good reason to **not** go to your competitors.
- Increase store reputation, right away and over time, which translates to more buyback, rental, and sales overall.
- Earn a 20% commission on books you now reject, paid immediately, which creates newfound income for the store.
- As customer satisfaction improves, you'll attract more of the half-price books that you need most, which boosts sales and rentals for the next semester.
- Attract more wholesale guide books as your buyback reputation improves, and earn more commission from wholesalers.
- The program costs nothing and, by working *in tandem* with your current system, will not disrupt your existing buyback.

Earn a commission by sending no-value books to Penntext.

Many books that you currently reject at the buyback table have no value on the buying guide(s) that you use, or on any wholesale guide at all. Our real-time pricing database includes prices for many thousands of typically "no value" books. Create additional revenue for your store and value for your customers by using our software to price these books and send them to Penntext for a 20% commission. Any book that has no value in your system can be checked for a price in ours.



Get real time market-based pricing for any book.

Textbook marketplaces fluctuate and move fast. Our buyback pricing algorithms factor in current online market supply and demand and create a daily price for any given book. That price will stay constant through the day, so that different students who check prices on the same day will receive consistent pricing.

Add video games, calculators, & clickers to your buyback.

Buying these items will attract even more customers to your store. Your convenient campus location offers a huge advantage for students (and locals!) who want to sell their video games.

Receive free shipping & fast next-day payments with 20% commissions.

Our web-based system makes it very easy to ship the books you buy with our software to Penntext. **Pre-paid** FedEx shipping labels are generated right in your browser and print on any printer. As soon as FedEx scans the label(s) we reimburse your capital **plus** pay a 20% commission via ACH wire transfer. In almost every case, your store will be paid up front, either before or on the same day the boxes arrive at our warehouse.

Use our web-based software on any computer or mobile device.

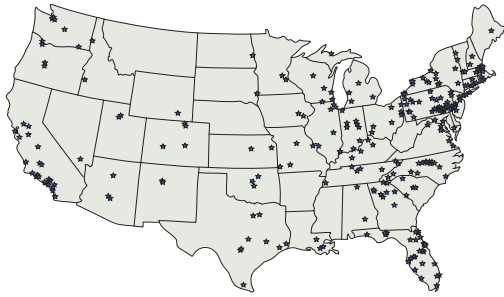
Our software works right in your browser, so there's nothing to install. It's lightning fast and easy to use. To watch a short demo video of how it works, ask us and we can send you a private link. When you're ready to work with us, training takes only 15 minutes and then you're ready to go.

We provide all the support you need.

Our team is always at your service for any questions or issues you may have. We have many years of textbook experience and we're here to share our buyback and marketing expertise with you.



About Penntext



Penntext is an award-winning family business that prides itself on creating superior buyback revenue opportunities for many types of retail stores. The Liebermans opened their first college bookstore in 1993. In 2005 they launched Penntext, a national textbook company that services students and retail stores all over the country. We currently operate a full-service university bookstore and a warehouse full of many thousands of titles.



Penntext already supports several hundred retail stores nationwide that use our turn-key web-based buyback system to earn additional income on the buyback of text and trade books, as well as video games, calculators, and clickers, all year round at the best local prices.

Our organization is a family of dedicated staff and friends, who have been fortunate enough to form great and lasting relationships with stores, managers, buyers, and customers. We look forward to getting to know you too!



The office team



The warehouse team

SBA Young Entrepreneur of the Year for South Eastern Pennsylvania : 1994
SBA Business of the Decade for South Eastern Pennsylvania : 2004
Philadelphia 100 (the Philadelphia region's fastest growing companies) : 2004, 2007-2010
SBA Eastern Pennsylvania Jeffrey Butland Family-Owned Business of the Year : 2010

For more information please contact owner Marshall Lieberman at marshall@penntext.com, in the office at (610) 873-4010 x105, or on his cell at (610) 843-1093.