

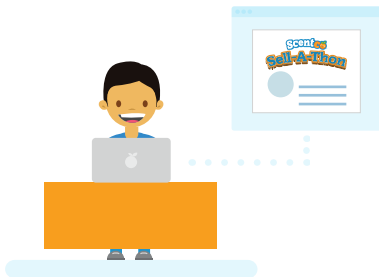
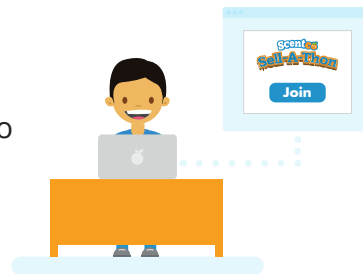
ATTN: FUNDRAISING COORDINATOR

How The Scentco Sell-A-Thon Fundraiser Works

It's an online fundraising store that your school or school group can share with your students' family and friends across the country to raise money with Scentco's award-winning products. Scentco processes all the transactions and shipping! Your part is easy. Here's what to do:

1. Set Up Your School's Scentco Sell-A-Thon Account

You will be given a link via email to your school's Scentco Sell-A-Thon account. If you have any problems getting access to the system, send an email to customerservice@scentcofundraising.com.

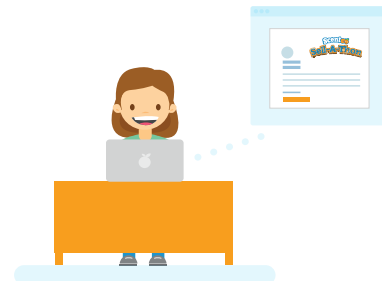


2. Inform Parents

Send an email and distribute the Scentco Sell-A-Thon flyer to the parents informing them about the campaign including the purpose, date range, and dollar goal. In the email, you will include the link the parents will use to set up their personal access to the system.

3. Parents Do Their Part

Once parents set up their personal account, they can enter their student's name and picture (optional) so that their family and friends recognize them in the email asking for their support. Then, they enter the email addresses and/or mobile numbers of family and friends so they can support the school fundraiser. The system's automation takes over from here; the parents' job is done.



4. Products Are Sent Directly to Your Supporters

Your supporters can purchase their favorite Scentco products during the campaign and have the orders shipped directly to them (or anywhere they want) throughout the 48 contiguous States.



5. Your School Gets Funded

Your school receives the 40% portion of all sales made during the Sell-A-Thon at the end of the campaign. Scentco pays you directly through your school's business PayPal account, sends you a check, ACH, or whatever payment method you prefer.

