



2011 FIRST HALF PROMOTIONAL “KICKER” PROGRAM

Item Number	Item Description	MSRP	Regular MAP	Kicker MAP Retail	Kicker Cost	Available to Ship	Available to Sell
DM0701	Shun Classic 6” Utility Knife	\$119.00	\$94.95	\$69.95	\$36.72	Jan. 15	Feb. 1- July 31
DM0520	Ken Onion 7” Multi Utility Knife NEW	\$225.00	\$179.95	\$139.95	\$73.47	Jan. 15	Feb. 1- July 31
TDM0723	Shun Premier 6” Chef Knife NEW	\$175.00	\$139.95	\$99.95	\$52.47	Jan. 15	Feb. 1- July 31
SG0401	Shun Elite 4 ¼” Santoku Knife	\$175.00	\$139.95	\$99.95	\$52.47	Jan. 15	Feb. 1- July 31

- RECOMMEND PURCHASE ORDERS BE PLACED BY OCTOBER 15TH TO HELP INSURE DELIVERY
- PURCHASE ORDER MUST INDICATE THAT THEY ARE FOR SPECIAL KICKER ITEMS
- ITEMS AVAILABLE IN LIMITED QUANTITIES AND WHILE SUPPLIES LAST
- FOR PURCHASE AND SALE DURING THE LIMITED TIME FRAMES INDICATED
- PROMOTIONAL KICKER RETAILS ONLY IN EFFECT DURING AVAILABLE TO SELL DATES. REGULAR MAP RETAILS APPLY BEFORE AND AFTER AVAILABLE TO SELL DATES
- FOR ACCOUNTS IN GOOD CREDIT STANDING ONLY
- FOR ACCOUNTS IN GOOD MAP COMPLIANCE HISTORY ONLY