



FACT SHEET

States Pride is a South Dakota company with the founding determination to showcase products and places that best represent the people and land of each state -- these are each 'State's Pride.' ***We are the only internet company* to provide a national marketing strategy that generates significant market exposure for its members as well as offering those same members a retail return on their sales and advertising within States Pride.***

Rural America is vast by every measure: boundless miles of backroads beauty quite undiscovered by the tens of millions of suburban and urban travelers. We now load States Pride with a sampling of each state's "best" products and places as America turns to her backroads like never before.

States Pride was built upon the premise that small producers needed to find retail outlets for their work. So often, the artist is relegated to the unprofitable, wholesaler's status. If you make something that reflects the cultural flavor of your state, States Pride is a powerful internet marketing platform for producers in that we...

- Do not charge a monthly fee to have their product for sale in our internet catalog.
- Allow producers to deal directly with the people who place the order.
- Charge only 15% commission on each completed transaction. In other words, States Pride doesn't make money until the member-producer has sold product.
- Provide a 24/7, secure, shopping cart for each customer *and* each producer is given 24/7 access to their web catalog control room to instantly add or change listings or prices—you run your own store!
- For those who are looking for their own 'featured shop,' we will provide a full web page of text describing the producer's work (including multiple photos) for an additional cost of only \$19.95 per month.

States Pride is an **efficient routing mechanism** that will result in more people visiting what have always been out-of-the-way places. If you are the proprietor of a culturally-authentic destination, States Pride is on the cutting edge of technology development in being able to offer:

- A basic listing at \$5.95 per month, with an enhanced “featured” listing at only \$19.95 per month to picture and describe your destination.
- ”Featured” listings that will enjoy our “reservation launch” capabilities.
- We work with each destination in carefully telling its story, loading photos, and giving travel advice—all part of our exclusive “deep mapping” on each state’s behalf.
- With more and more people traveling closer to home, States Pride’s ability to lead travelers off interstates and out onto the backroads of each state is a powerful offering for small communities.

Our web site, www.statespride.com is open for listings. States Pride’s full-time staff is working now with individuals, chambers of commerce and rural economic organizations across this country. Perhaps a product and a place or two from your community belongs in this quality market? We are preparing to travel to communities that would benefit and welcome an “America’s Backroads ” seminar—we teach the proper use of the internet for retail sales and share the criteria that we use in looking for state-featuring destinations. With questions or comments please e-mail us at info@statespride.com or call us toll free at 1-800-816-6080.

States Pride, LLC
200 West Main Street, Suite 200
Vermillion, SD 57069

Kevin Brown, President
Brian Walton, VP, Internet Technology
Greg Johnson, VP, Sales and Marketing

*The Enterprise Institute, a project of the SDSU Foundation, confirms that States Pride is positioned to be the “first in,” nationally-advertised market built exclusively to showcase each state’s culturally-authentic products and places.