

DASANI BOTTLED WATER PURCHASE OPTIONS

Dasani is the only bottled water brand you can buy with SMU funds which is in compliance with our Coke Pouring Rights Contract. All other bottled water brands are restricted on the Staples Advantage website and cannot be unblocked.

You can order cases of Dasani (24 bottles/case) thru Staples Advantage and you get a 10% discount thru Coke. SMU Outlet setup and ordering instructions are provided in a separate document.

Staples Advantage carries one size of Dasani bottled water (16.9 oz). They also carry Powerade in 2 flavors, fruit punch & mountain berry. No minimum order quantity required for free delivery.

SMU Coke Outlets offer 3 sizes of Dasani bottled water (12, 16.9 & 20 oz) and other drink products that are allowed to be purchased. **You have to order 5 cases for free delivery. There is a \$15 charge on orders of 4 cases or less.**

Departments can buy Dasani water elsewhere but cases ordered thru Coke or Staples Advantage will be delivered to you.

Since Coke is not comparable to other brands, it is not eligible for the 10% discount.

PRICING

| Dasani bottled water | | 24 bottle per cases | |
|--|------------------|---------------------|----------------|
| from Coke SMU Outlet 800-647-2653 5 case min. for free delivery | cost per case | cost per bottle | cost per oz |
| 500 ml bottle (16.9 oz) | \$8.64 | \$0.36 | \$0.0213 |
| 12 oz bottle | \$9.36 | \$0.39 | \$0.0325 |
| 20 oz bottle | \$13.68 | \$0.57 | \$0.0285 |
| from Staples Advantage Staples Item # 219201 order thru Bldg AU NO MIN. for free delivery | | | |
| 16.9 oz bottle | \$10.13 | \$0.42 | \$0.0245 |



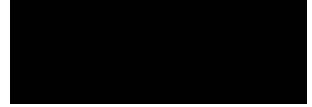
Outlet Set Up Process



1. Call 1-800-647-2653 and communicate the desire to establish an outlet with Coca-Cola.
 - a. Give name, location and contact information
2. A local Coca-Cola Representative will contact the SMU contact and begin outlet set up.
3. Charge accounts/outlets will require a credit application and tax exempt information to set up the new outlet.
 - a. Coca-Cola will maintain an existing credit application and tax exempt form on hand for use in this step.
4. The Outlet will be set up and deliveries scheduled.
5. The Coca-Cola Representative will distribute order process, order forms and pricing information when outlet is established.



Product Ordering Process



1. Customer calls 1-800-647-2653 and communicates they would like to order product.
2. Minimum of 5 cases per order. Deliveries under five cases will be charged a \$15.00 delivery charge.
3. Deliveries to SMU are on Tuesday and Friday and orders should be submitted 48 hours in advance.

Order on Friday for Tuesday delivery

Order on Wednesday for Friday delivery

SMU Pricing

