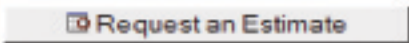





## **DuPont™ Performance Alliance™ Announces...** **Exciting New Feature for Consumer Site Shop Locator!!!**

A rectangular button with a grey gradient background and a white border. It contains a small icon of a document with a plus sign followed by the text "Request an Estimate".

A large, glowing yellow sunburst graphic with many rays emanating from a central point, positioned behind the button.**Request an Estimate**

### **Why is this feature so exciting, useful... and timely?**

According to a recent announcement by Nielsen/NetRatings, a global leader in Internet media and marketing research, online search hits an all-time high 5.7 billion searches – rising 39% over January 2005. That means more and more people are going to the Internet FIRST to find the services and products they are looking for.

### **What will this mean for Performance Alliance Shops?**

Web traffic to the shop locator has soared! **Traffic to the Performance Alliance Shop Locator has increased a whopping 99%** in first quarter 2006 over Q1 2005. Every day hundreds of individuals use the shop locator -- now Performance Alliance shops can see exactly which estimate requests come through performancealliance.dupont.com -- and ultimately how many they convert to customers.

### **How does "Request An Estimate" Work?**

*It's just a few easy steps:*

- 1) The consumer visits the Shop Locator on performancealliance.dupont.com and enters their ZIP Code or address.
- 2) The consumer selects the Performance Alliance shop from which he or she would like to get an estimate.
- 3) The consumer completes and submits a short form to request an estimate time or a phone call from the Performance Alliance shop.
- 4) The consumer receives an instant notification and an email confirming the estimate request, *branded with the shop's logo.*
- 5) The Performance Alliance shop receives an email and a fax of the Estimate request.
- 6) Performance Alliance shops can log into the Alliance Hub and view all the referrals they receive from "Request an Estimate."

### **Where can I view "Request an Estimate"?**

[www.performancealliance.dupont.com](http://www.performancealliance.dupont.com).

**Additional questions?** Contact your DuPont Performance Coatings Representative today!

