



Smith & Wesson®

To: Smith & Wesson Dealers
From: Jeff Croze, Retail Channel Manager
Subject: **"Sigma Summer Cash"** Sales Promotion
Date: July 30, 2010

We are pleased to announce the **"Sigma Summer Cash"** sales promotion for Smith & Wesson Dealers. This promotion, which starts **August 2, 2010** and runs to **October 3, 2010**, will drive the sales of **Sigma Pistols** by rewarding your sales staff with **\$10** cash for each qualifying **NEW Sigma** Pistol they sell during the promotion period.

EARN CASH!

- **Sell a qualifying Sigma 9mm or .40 S&W pistol and receive ten dollars (\$10)!**

Please contact your Smith & Wesson District Sales Manager or the Smith & Wesson Customer Support team if you have any questions.

Here's how the promotion works:

Promotion period: Qualifying sales completed between August 2, 2010 and October 3, 2010.

Qualifying Products: All NEW Sigma Pistols chambered in 9mm or .40 S&W calibers. Incomplete firearms (e.g. lower receiver only) any tax exempt orders, and any used firearms do not qualify.

Proof of Sale: Sales personnel are required to keep track of their qualifying sales on the attached claim form. All requested information must be completed on the claim form and a copy of the ATF Form 4473 (lines 26-36) must be attached. If you utilize an approved electronic bound book for record keeping, please attach a print-out of the applicable information that corresponds to lines 26-36 of ATF Form 4473. **Please send in one claim at the end of the promotion period.**

Where to send claims: Smith & Wesson
Attn: "Sigma Summer Cash" Promotion
2100 Roosevelt Avenue
Springfield, MA 01102-2208

Deadline for submittal: All claims must be postmarked no later than October 31, 2010 to qualify.

Please send in one claim at end of promotion period

Smith & Wesson reserves the right to discontinue or change this promotion at any time without notice. Void where prohibited by law, subject to tax, or otherwise prohibited. Smith & Wesson is not responsible for late, lost, mutilated or misdirected mail. Smith & Wesson further reserves the right, in its sole discretion, to reject any late or invalid submissions (including incomplete and illegible submissions). Please allow eight to ten weeks for claims processing.



Smith & Wesson

2010 "Sigma Summer Cash" Reimbursement Claim Form

(Page 1)

Sales Person Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone () _____

Required: Sales Person Social Security Number: _____

Dealer Name: _____

Dealer Federal Tax I.D. #, not FFL number (If check issued in Store's name) _____

(Note: Separate form must be used for each sales person)

Under the "Sigma Summer Cash" sales promotion, Smith & Wesson will pay the retail sales person ten dollars (\$10.00) for each qualifying Sigma Pistol sold between August 2, 2010 and October 3, 2010. Offer includes New Sigma pistols chambered in 9mm and .40 S&W, EXCLUDES any incomplete firearms (e.g., lower receiver only), any tax-exempt orders, and any used firearms. See the accompanying "Sigma Summer Cash" sales promotion memorandum for other terms and conditions. Please utilize the format below for claim redemption. Claims of \$600 or more are subject to IRS form 1099.

Model Number	Serial Number	Date Sold	Attached 4473 Copy (Lines 26-36)	\$10
<i>Example</i> 811000	XXXXXXXX	mm/dd/yyyy	x	\$10
1)				
2)				
3)				
4)				
5)				
6)				
7)				
8)				
9)				
10)				

Model Number	Serial Number	Date Sold	Attached 4473 Copy (Lines 26-36)	\$10
<i>Example</i> 811000	XXXXXXXX	mm/dd/yyyy	x	\$10
1)				
2)				
3)				
4)				
5)				
6)				
7)				
8)				
9)				
10)				

Send Claims to: **Smith & Wesson, Attn; Sigma Summer Cash Promotion**
2100 Roosevelt Avenue, Springfield, MA 01102-2208

Store Owner/Manager Approval: _____



Smith & Wesson

2010 "Sigma Summer Cash" Reimbursement Claim Form

(Page 2 for additional claim space must be attached to page 1)

Sales Person Name: _____

Model Number	Serial Number	Date Sold	Attached 4473 Copy (Lines 26-36)	\$10
11)				
12)				
13)				
14)				
15)				
16)				
17)				
18)				
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40)				