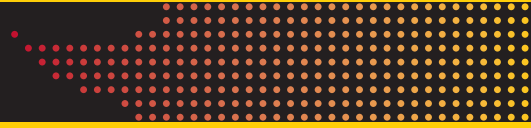


WATCHFIRE FINANCING



THE SMART WAY TO “MAKE STREET TRAFFIC YOUR TRAFFIC.”

You're considering harnessing the powerful medium of a Watchfire electronic information display. You probably already know why this vivid, 24-hour, on-site advertising medium will be such a valuable asset to your business or organization. Here's how a Watchfire Financing Plan can increase that value:

- :: Lets the equipment pay for itself from the revenue it generates
- :: Permits the immediate ordering of needed equipment
- :: Allows you all the benefits of ownership without major cash outlays
- :: Lets you capitalize on unbudgeted opportunities
- :: Watchfire electronic display, identification sign, and structure can be covered in a single plan

FOLLOW THESE EASY STEPS:

1. Establish, with your sign contractor, the most effective electronic information display for your business or institution. Consider a free Watchfire site analysis.
2. Complete the credit application and questionnaire on reverse side and fax back to Watchfire.
3. Enjoy your sign. After financing approval and within weeks of installation, you'll experience new recognition among as many as 75% of the people who drive by your site.

TIME/TEMP EXAMPLE

| | | |
|----------------------------|----------|----------|
| Typical Sales Price | \$10,000 | \$15,000 |
| Budgetary Monthly Payments | \$230 | \$340 |

MESSAGE CENTER EXAMPLE

| | | | |
|----------------------------|----------|----------|----------|
| Typical Sales Price | \$20,000 | \$40,000 | \$60,000 |
| Budgetary Monthly Payments | \$460 | \$900 | \$1,350 |

Note: Based on 60-month plan. These examples are not quotes nor offers. Any offer is conditioned on your credit application and other factors. Contact your sign dealer to file your credit application.

APPLICATION & QUESTIONNAIRE



:: APPLICANT

| | | | |
|-----------------------------------|--------|------------|-----|
| FULL LEGAL NAME (BUSINESS ENTITY) | | | |
| | | | |
| BILLING ADDRESS | | | |
| CITY | COUNTY | STATE | ZIP |
| LOCATION OF EQUIPMENT | | | |
| CITY | COUNTY | STATE | ZIP |
| CONTACT HOME | | | |
| CONTACT PHONE (AREA CODE) | | FAX NUMBER | |

:: SIGN DEALER

| | |
|--------------|-----|
| NAME | |
| ADDRESS | |
| | |
| PHONE | FAX |
| SALES PERSON | |

:: PLAN TERMS

| | |
|-----------------|------------------|
| TERM | PLAN |
| MONTHLY PAYMENT | ADVANCED PAYMENT |

:: EQUIPMENT DESCRIPTION

| | |
|--------------------------|------------|
| MESSAGE CENTER | COST |
| SIGNAGE | TAX |
| APPROX. DATE OF DELIVERY | TOTAL COST |

:: CREDIT INFORMATION

| | | |
|--|--|--------------------------|
| TYPE OF BUSINESS | FEDERAL TAX ID NUMBER | DATE ESTABLISHED |
| BUSINESS STRUCTURE <input type="radio"/> CORPORATION <input type="radio"/> PARTNERSHIP <input type="radio"/> PROPRIETORSHIP <input type="radio"/> LLC <input type="radio"/> NOT FOR PROFIT <input type="radio"/> OTHER (SPECIFY) | | |
| PRIMARY BANK | ADDRESS (CITY, STATE) | PHONE NUMBER (AREA CODE) |
| CHECKING ACCOUNT NUMBER | COMMERCIAL OR INSTALLMENT LOAN ACCT. NO. | BANK OFFICER |
| SECONDARY BANK | ADDRESS (CITY, STATE) | PHONE NUMBER (AREA CODE) |
| CHECKING ACCOUNT NUMBER | COMMERCIAL OR INSTALLMENT LOAN ACCT. NO. | BANK OFFICER |
| TRADE REFERENCE/ACCOUNT NUMBER | CONTACT NAME | PHONE |
| TRADE REFERENCE/ACCOUNT NUMBER | CONTACT NAME | PHONE |
| TRADE REFERENCE/ACCOUNT NUMBER | CONTACT NAME | PHONE |

:: PERSONAL CREDIT INFORMATION

| | | | | |
|-------------------|-------|--------|--------------|------------------------|
| OWNER/SHAREHOLDER | TITLE | %OWNED | HOME ADDRESS | SOCIAL SECURITY NUMBER |
| OWNER/SHAREHOLDER | TITLE | %OWNED | HOME ADDRESS | SOCIAL SECURITY NUMBER |

:: CREDIT AUTHORIZATION

I hereby authorize Watchfire and/or selected leasing companies or their agents to make a complete check on our company and to relate the same to others as necessary to secure credit approval. I also authorize the above banks and references to release any information that may be requested by Watchfire and/or selected financing companies or their agents.

| | |
|-----------|------|
| SIGNATURE | DATE |
|-----------|------|

:: MAIL OR FAX COMPLETED FORM TO: Watchfire Signs, Attn: Sales Department, 1015 Maple Street, Danville, IL 61832 :: (217) 442-1020