

# Clark Connection

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## New LED Sign Program: Clark Partners with Everbrite Signs

Clark Brands has partnered with Everbrite Signs to provide a new LED Price Sign Program for Clark locations.

This new program will be introduced to Clark Licensees in January. Licensees will be able to order Six (6) Foot and Eight (8) Foot Goal Post Signs and Six (6) Foot Flag Pole Signs with one, two or three product options for their stores. LED Price Signs can be ordered for new signs as well as to retrofit existing signs.

Standard turnaround time for Clark Licensee non-custom orders will be four (4) to five (5) weeks from

receipt and approval of final order. Licensees will deal directly with Everbrite for ordering, fulfillment, credit and payment.



The program features Standard Placards that include: ATM, Four Corners Coffee and Car Wash.

Standard Product ID's offered will be: Unleaded, Extra, Premium, Diesel and Price After Rebate.

The Price After Rebate Product ID includes a picture of the Clark Platinum MasterCard and can be used in some states where regulation allows.

In addition, we will offer the following optional Product ID's: E85, Cash and With Car Wash

The Diesel Product ID will be a yellow placard with black letters.

The first line of the price sign will always be unleaded. This will be a static feature on the sign. The second and third lines, if applicable, will be changeable.

Watch your mail for more information on our new LED Price Sign Program!

## Coming Soon...The Omni 3750!

During the first and second quarters of 2006, Clark Brands will implement a program to replace the Verifone Omni 490 with the Verifone Omni 3750 Processor. The new Omni 3750 POS device will feature upgraded software that complies with account masking and debit encryption requirements. In addition, it will have other functions to help you

run your business more efficiently.

Specifically, the Omni 3750 will feature software that masks credit card numbers to ensure compliance with account masking requirements. The software will be compliant with Debit Network requirements for PIN debit DUKPT compliance.

And, these new Omni

3750 devices will be equipped with an internet port. Clark Brands intends to introduce an internet communication option during mid-2006.

Look for information and details on the Omni replacement and upgrade process during early 2006.

Questions? Contact your Licensee or Clark Brands.

## Payment Methods Corner

**Coming Soon...  
Customer Rebates  
Up to 8%  
Everyday...The  
Clark Platinum  
MasterCard!**

**Reminder:  
Cash refunds are  
not permitted for  
any credit or debit  
transaction.  
Issuing credits on  
the originally used  
card helps reduce  
fraud for the  
consumer and the  
merchant.**

### Credit Card Account Number Masking

Clark Brands supports the need for Credit Card Account number privacy. Clark Brands is finalizing solutions for all POS devices that will be announced during the first quarter of 2006.

If you wish to upgrade your current Point of Sale system now, the following options are available to assist you in complying with requirements and regulations for credit card account masking:

**For Verifone Ruby POS Devices:** Contact your

Ruby Helpdesk at 1-800-519-7225 or contact your local technician and ask to have ALL Credit Card numbers masked on indoor and outdoor transactions.

**For Gilbarco G-Site POS Devices:** Contact your Gilbarco Helpdesk at 1-800-800-7498 or contact your local technician and ask to have ALL Credit Card numbers masked on indoor and outdoor transactions.

**Omni 490 POS Devices:** As mentioned on page one of our newsletter,

early in 2006, we will communicate the details concerning the upgrade to the Omni 3750 POS Device. The 3750 will feature software that will insure that your location is compliant with account masking requirements.

**For Wayne Plus III POS Devices:** Clark Brands will be communicating a solution to Licensees and Dealers in early 2006.

If you have further questions please contact Careyann Robleski at 630-355-8917 or [crobleski@clarkbrands.com](mailto:crobleski@clarkbrands.com).

### Tax Exempt Fleet Update



A reminder that on January 1, 2006, certain provisions in the Safe, Accountable, Flexible and Efficient Transportation Equity Act of 2005 become law.

For all fuel sales made on a credit card to a qualified tax-exempt entity, the credit card issuer or the ultimate purchaser are the only entities allowed to apply for refunds from the IRS for Federal Excise tax on gasoline and diesel fuel.

What does this mean to you as a Clark Licensee or Dealer?

Beginning January 1, 2006, Wright Express, the party extending credit, will begin providing net billing to cardholders of Federal excise taxes for gasoline and diesel fuel purchased by qualified tax exempt fleets on the Clark Fleet Services Card and the WEX (Wright Express) Card.

Please note that the changes in the law do not affect your election to opt

in or out of providing state, county and/or local tax exemptions for fuel purchases made by qualified tax-exempt fleets through the Wright Express existing Tax Reporting Service Program.

Wright Express will be sending fleets a letter notifying them of the change and requesting they submit a new tax certificate completed in the name of the credit card issuer.

If you or your customers have any questions, please contact Wright Express at 1-800-492-0669.

## Four Corners Coffee Update

Have you heard about Four Corners Coffee yet? It's a great way to bring added traffic and improved profitability to your store.

The early returns are in...Four Corners Coffee is helping locations improve coffee sales.

We now have Four Corners Coffee Locations in Detroit, Chicago, South Bend...and the list is growing everyday!

To hear more about Four Corners Coffee and how it can improve your gross margins, please contact Careyann Robleski

at (630) 355-8917 or [crobleski@clarkbrands.com](mailto:crobleski@clarkbrands.com)

Don't delay! Call for more information today.



## Clark/Cintas Uniform Program

We are excited to announce that Clark has selected Cintas to provide Uniforms for Clark Locations.

Clark Licensees and Dealers will soon receive a color catalog containing pictures of each item we will be offering, an order guide, a "How to Order Page" that explains - Online, Email, Phone, Fax and Mail ordering, details about logo placement, a size conversion chart, garment care instructions and the Cintas Return Policy and Delivery Policy.

### The following Uniform Items will be offered:

- **Work Shirt-** Long and Short Sleeve
- **Chip Shirts-** Button-Down/Casual
- **Button Down Oxford Shirt/Blouse**
- **Knit Hats and Caps**
- **Several Polo Type Shirts**
- **Full Zip & Half Zip Fleece**
- **All Weather Jackets & Golf Pullovers**

- **Work Pants**
- **Reflective Safety Vests and Coveralls**

Dealer locations will be able to pay by credit card as orders are placed. Credit terms will be offered upon completion and approval of a Cintas Credit Application.

More information will be coming your way soon about the Clark/Cintas Uniform Program.

If you have any questions, please contact Careyann Robleski at (630) 355-8917 or [crobleski@clarkbrands.com](mailto:crobleski@clarkbrands.com).

## Welcome New Licensees!!

The following companies have become Clark Licensees since our last newsletter was published:

Milliser Oil Company  
Located in  
Lancaster, OH

Molo Oil Company  
Located in  
Dubuque, IA

R&R Takhar Oil  
Company, Inc.  
Located in  
Dayton, OH

***From all of us at Clark Brands, we would like to take this opportunity to wish you a very Happy Holiday Season. We thank you for your business and look forward to continuing to work with you in 2006.***



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We're on the Web!

*Visit us at:*

[www.clarkbrands.com](http://www.clarkbrands.com)



## What's Coming in 2006?

Look for more information about the following programs that are coming soon:

- Improvements to the Clark Brands MasterCard – Customer Rebates Up to 8% Everyday! (Quarter 1 )
- Omni 490's Replaced With the Omni 3750
- Internet Credit Card Authorization/Communication (Quarter 2 & Quarter 3)
- Clark Gift Card Program (Quarter 3/Quarter 4)
- Pre-Paid Products
- Address Verification (AVS) at the Pump

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