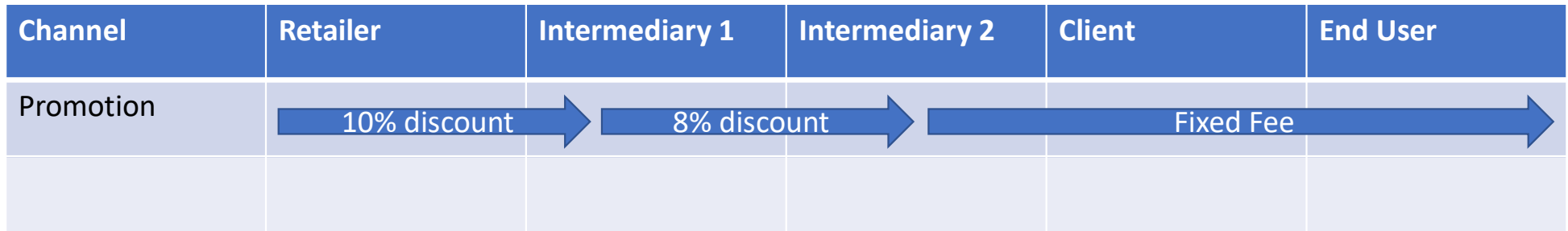


Channel	Retailer	Intermediary 1	Intermediary 2	Client	End User
Reward	10% discount	8% discount		Face or -3%	Free
Employee Benefit	10% discount	8% discount		No further discount (8% pass on)	
Employee Benefit	10% discount	10% discount			6% discount
Employee Benefit	10% discount	8% discount		6% discount	
Employee Benefit	10% discount	8% discount		10% discount	
Reward	10% discount			0% discount	Free
Reward	10% discount			5% discount	Free
Reward	10% discount			10% discount	Free
Reward	10% discount	10% discount			
Promotion	10% discount			Fixed Fee	



Also consider:

- Same models but with commission not discounts
- Retrospective rebates/commission
- Credit notes
- Different % discounts offered by same retailer to different channels; i.e. Retailer A offers 10% discount to Intermediary 1 for sales to Reward, but only 5% for sales to Employee Benefits