

A Bridge Solution Product Pricing Information

Regarding the pricing of our TouringTools products.

The pricing structures for TourPro and LaborPro have yet to be determined. Final versions of both applications are expected to be released by spring of 2000. Obviously the pricing will have to be finalized by then. We are currently considering many pricing options. Due in part to the size of our industry and the fact that everyone knows each other and if not, knows someone who knows that person, many issues will have to be factored into the pricing plans.

Because the Music Touring Industry is so small comparatively speaking, we would have to sell the applications for thousands of dollars just to break even. This is why no large software company will ever write specifically for our industry. That type of pricing would make the software prohibitive to many smaller tours and organizations, thus limiting the potential market even further.

Everyone knowing each other becomes a factor because of most people's disregard for software licensing obligations. Although most consider themselves to be basically honest and would never consider reaching into someone else's pocket and taking money, they will however, freely copy software. Because most people know each other in our industry, we would be out of business within two years due to software piracy.

In an effort to make the pricing affordable to tours of all sizes and to stay in business for more than a couple of years, we are currently leaning towards leasing the software for specific periods of time. At the end of the lease period, features such as "add new records, delete records, etc." will cease to function while "printing and record editing, etc." will remain fully functional.

A new lease or adding a time extension to an existing lease can be activated by the addition of one new file. This file is not involved with data storage and therefore is painless to implement!

We have recently discovered some new copy protection technology that may protect our products from illegal use. We are currently testing this technology and if it is suitable for our needs we will be able to sell or lease our products.

Many professionals have inquired about us customizing the application for their specific needs and we are willing to do so. Others have asked about us providing data entry services and we are willing to provide this service as well. We are also considering an arrangement with a printing company so we can provide hardcopy of tour itineraries with TourPro, once the data has been entered. It is my personal opinion that most will opt for their laser printer and 3 ring binders once users discover what can be done within TourPro.

Here are a few other pricing points we are considering:

1. All upgrades will come free of charge but will require the importation of existing data.
2. If a client wishes for us to import their existing data, we will do so but it will cost extra (hourly rate.)
3. All customization will be extra (hourly rate.) However, if a client's request is deemed globally beneficial to the application we will do so free of charge.
4. All data entry will be extra (hourly rate.)

Other points to consider:

- Industry professionals, who have seen our TourPro application, consider it's cost to be a normal tour expense rather than an individual expense due to the magnitude of features. It remains to be seen how the bean counters will feel about it!
- All of our applications are cross platform. They run equally well on all Windows OS and Mac OS platforms with no file conversion.
- Due to the amount of information necessary to be seen on any given screen at one time, we had to size the screens at 800 x 600. Your computer **must** be able to run at a **full 800 x 600-video resolution**, otherwise you will not see the entire screen, **thus rendering the application useless to you!**
- Time-Limited demos are now available and can be downloaded from our web site at: <http://www.abridgesolution.com>. They are fully functional demos and we will grant time extensions, free of charge until a final version becomes available, to anyone wishing to use them in a real working environment. The files have been compressed but are still large due to the sheer quantity of files within the compressed set. If downloading the demo is not practical for you, we will gladly send you a cross platform CD-ROM that contains all of our available demos. The CD-ROM also contains PowerPoint presentations and product overviews in

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Adobe Acrobat format of each product plus various other helpful utilities such as Stuffit, Winzip and Adobe Acrobat Reader. The product presentations and overviews, and the utilities are available for download as well.

Thank you for your interest in our products.