



Dear Milestone Reseller,

Building Profitable Partnerships One Partner at a Time

Welcome to the Milestone Channel Partner Program! At Milestone Systems, we recognize the important role our Partners play in bringing leading-edge IP video software solutions to the global market. During the past decade, we have seen significant growth and changes in open platform IP video management software, and Milestone is proud to have the standing as the global leader in this market. The Milestone Channel Partner Program is designed to help channel partners capitalize on Milestone's market leadership in the fast growing and changing IP Video marketplace. As a company committed to our channel, we view our channel partners as a key ingredient of our go-to-market strategy and our collective overall success. Valuable product training and certification, early product information, a partner portal, leading sharing and special project pricing support are all integral to the Milestone Channel Partner Program.

Overview of the Milestone Channel Partner Program

The Milestone Partner Program is available to any company currently doing or wanting to do business with a Milestone distributor, including value-added resellers, system integrators and solution providers. The new Milestone 2009 Channel Partner Program is comprised of four levels – Bronze, Silver, Gold, and Platinum. Each level provides the reseller with added benefits because of their commitment to training and revenue. You can read more about the benefits and aspects of the Milestone partner Program on the Milestone web:

www.milestonesys.com/partners.

Key Benefits to Joining the Milestone Channel Partner Program

The Milestone Partner Program provides the tools needed to grow your business. Everything from training and marketing resource tools to sales leads and technical support. Benefits of the program include:

- ◆ **NEW** Project, government and educational pricing support
- ◆ **NEW** Training and certification that sets you apart in your market and boosts your IP video skills
- ◆ **NEW** Inside knowledge to early product and technical information
- ◆ Lead sharing to help connect to customers in your region
- ◆ A strong brand supported by many global and local activities
- ◆ Access to a breadth of sales and marketing tools
- ◆ Access to extensive pre- and post sales support



You Are Very Close to Becoming an Official Milestone Partner

You are just 3 steps from being able to take advantage of the new 2009 Milestone Channel Partner Program:

1. **Sign** the enclosed Milestone Channel Partner Agreement and return it either by **mail, e-mail** (scan to pdf) or **fax** to:

Milestone Systems A/S
Banemarksvej 50G
2605 Brøndby
Denmark
Fax: +45 88 300 301
Email: sales@milestonesys.com

2. You will **receive** an email from Milestone with access instructions and logon details to the Milestone Partner Portal. You will also receive a copy of the countersigned contract for your files.
3. You will receive **contact** from you regional Milestone sales represent-tatives introducing themselves and answering any questions you may have.

Thank you again for becoming part of the Milestone Channel Partner team. We are looking forward to new products and new opportunities in 2009. At Milestone Systems, we strive to improve our programs to better serve our channel partners and help expand your business prospects.

Kind regards

The Milestone Team