



# Cafe: Boost your coffee shop traffic

September 20<sup>th</sup>, 2010

Imagine you would be the first coffee shop in your neighborhood that offers a high-quality, low-energy consuming and very inexpensive “talk-of-the town” tablet computer?

Imagine, the vendor will spread the word for you, drive traffic into your store, take care of support, replacements, everything. You focus on what you do best, sell yummy coffee.



CherryPal is launching the powerful 7” CherryPad Android 2.1 based tablet computer early October. It is fair to assume that we will get nationwide media coverage (again). When we launched the \$99 7-inch CherryPal “Africa” we received more than one million hits on our website per day. The CherryPad is a revolutionary powerful tablet computer for a very low price (US retail \$188.00).

Interested consumers can only purchase CherryPal products through our online store right now. Many customers would like to “touch and feel, test-drive, so to speak, the product before they make a buying decision.

We will post your coffee shop as a “CherryPal Cafe” partner on our website. Considering CherryPal's imminent product launches and the upcoming Holiday shopping season this will drive a lot of new customers into your coffee shop.

There is more ... see next page ...



## **what's Cherrypal all about?**

Cherrypal (<http://www.cherrypal.com>) is a recognized lifestyle brand with a humanitarian minded corporate value system. Our roots are serving developing countries and low-income groups with high-quality, low-energy consuming and very inexpensive laptop and tablet computers. We are very committed to support independent small business as well as local communities. We proactively support educational initiatives through the Education Wins (Edwin) Foundation (<http://www.edwinfoundation.org>).

Our latest product, the CherryPad America tablet computer is ideally positioned for the value and budget minded consumer; high-quality, low-energy consumption, low-price, and last but not least supporting Cherrypal's green, open, fair approach.

## **how to get started?**

Sign up for the starter-package which is only \$1,880.00 (30 days money back guarantee – if it doesn't work for you we will take it back).

What's included:

Two (2) CherryPad floor models (with cable/power-cord locks, table mounted), so your customers can't take them home accidentally)

Ten (10) CherryPads retail units you can sell to your customer for \$188.00 (please watch our youtube video for performance characteristics: <http://www.youtube.com/watch?v=E5sxS-muxjQ>)

Posters: Due to our commitment to developing countries we will provide promotional posters designed by African, South American and Asian artists.

## **bottom line:**

On the first order you don't make any money, you don't lose your shirt either. Starting with the second order (minimum order volume 10 units) you make \$30 per sold CherryPad. Most importantly though, we will drive a lot of traffic into your coffee shop. Again, if it doesn't work out for you we will take the tablet computers back and refund you the entire purchase price.

## **interested?**

Send us an email to [coffee@cherrypal.com](mailto:coffee@cherrypal.com) or give us a call 704-451-0903 ..... there is more ....



## **frequently asked questions:**

### **Question: Why are Cherrypal computers green?**

We only use environmentally friendly materials but most importantly our design principles focus on low-energy consumption, besides high-quality and affordability. The inaugural Cherrypal desktop computer (C120) is still by far the most energy-efficient PC ever built (less than 2 Watts energy consumption).

### **Question: Cherrypal got some bad press, why is that?**

We never had quality issues unlike other manufacturers. When we launched our first products we got overwhelmed by demand which caused shipping and delivery delays. We are a much more mature organization now and are able to deliver on time. The vast majority of our customers are very happy with our products and customer service. Last but not least, not everyone likes what we are doing. There is a group of people active on blogs that never ordered or touched a Cherrypal in their life.

### **Question: Where are Cherrypals manufactured?**

Although we are an American company we follow the principle “designed in Palo Alto, manufactured in Asia”, or rather Shenzhen in China (like all the other guys, including Apple, Dell, HP, Acer, Asus). We have plans to bring our manufacturing back to the US though, stay tuned.

### **Question: Why are you so concerned about developing countries and low-income groups?**

We believe addressing the digital divide is a noble cause and worth fighting for it. We also believe that supporting projects that improve education, self-esteem and income opportunities is what every socially responsible company should do. You are invited to join us!