

SMpublisher™ Frequently Asked Questions

1. How do I sign up?

Go to www.StoneMass.com. Locate the SMpublisher product and click on Distributor. Sign up using their online form. Crown 2010 Rewards Program members will be given priority status and will receive this tab on their Facebook page first.

2. Can any distributor sign up?

Yes, there will be a verification process to prove that you are a distributor. Once verified, sign up. The Crown Rewards Program members will be the first to get the tabs on their pages and the first to get additional offers from StoneMass for Facebook marketing.

3. Is there a charge for this service?

No, it is FREE for Distributors to sign on and use the service. At some point there may be a charge to continue the service, however you will be given a 30 day notice period and have the option to discontinue the service at that time if you choose.

4. How does this work?

Similar to any online catalog, when changes are made to the products, your Facebook tab will automatically update. You do not need to do anything to update these tabs. The Product Showcase tab will be located next to other tabs towards the top of the page. The Crown, Product Showcase tab will be located next to your Wall, Info and Photos tabs. Always there, always available.

5. What if I don't have a Facebook fan page, can I still take advantage of this offer?

Yes, but you first must create Facebook fan page for your company. Here is an easy to follow tutorial: <http://help.wildfireapp.com/faqs/tutorials/facebook-fan-page-public-profile>. Once your fan page is create, please come back and register.

6. How do I become a Crown Rewards Program member?

Talk to anyone at Crown Products or log into your distributor site with Crown at www.crownprod.com for more information.

7. Can other supplier's products be shown on my fan page?

Yes, we expect other suppliers will also offer this service once they see how this works. StoneMass will allow Distributors to select up to four Suppliers that sign on with StoneMass to appear on their Facebook. Crown Products will have a tab unless you request specifically to remove Crown.

8. How often will information on the Crown Products tab change?

Right now, Crown Products will change product information monthly or more often as promotions change. Changes will occur automatically. You will not need to take any action for changes to take place.

9. Can I decide to cancel this if I don't like it?

Yes, you can cancel this at any time and have the information taken off of your Facebook page. However, once you sign up with StoneMass, they will be the only service provider that you can use for this purpose in the promotional products industry for a period of six months. To our knowledge, there is not another service provider offering this service as this is the first in the industry.

10. What is Crown Products relationship with StoneMass?

Crown Products wanted to offer this service to help Distributors enhance their Facebook fan pages and researched the online marketing industry leaders to find a provider that can assist with this project. Crown Products and StoneMass are not related in any way and StoneMass will, most likely, offer additional Suppliers the same service as Crown Products. Crown Products wanted a way for the industry to utilize the benefits of the growing popularity of social networking in a new and innovative way. StoneMass has agreed that they will give priority in their future offers to all Crown Rewards Program members.

11. What if I have additional questions about this product?

Please contact StoneMass directly by visiting their website at www.StoneMass.com. They will be able to answer any additional questions regarding SMpublisher. If you have questions about Crown Products or the Crown Products Rewards Program, you can contact Crown Products at 251-665-3600 or by visiting our website at www.crownprod.com.