



QUARTERLY NEWSLETTER

Volume 6, Issue 4

Winter 2007–2008

Seasonal & Holiday Color Schemes

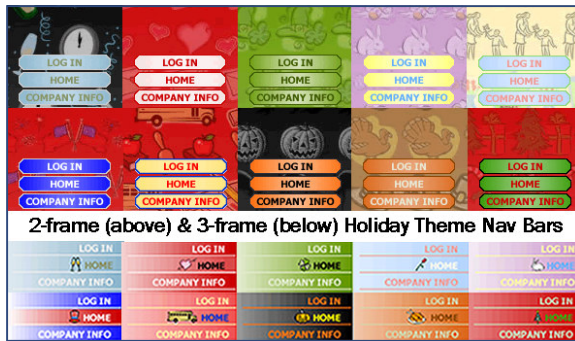
You may have noticed many websites embracing the holidays and customizing their sites to show holiday cheer. Well, why should your site be any different? Show some holiday spirit throughout 2008, and schedule some color scheme changes for this year's holidays!

eFoodUSA offers ten holiday themes and four seasonal themes for both the 2-frame and the 3-frame eFoodUSA-powered websites! The navigation bar uses graphics and colors to fit the theme. Tables and text throughout the site also use themed colors.

Holiday themes can be enabled in anticipation of and/or during a specific holiday. Your default color scheme will be re-enabled when the holiday is over.

Some themes may be used multiple times throughout the year. For example, the patriotic theme may not only be used for the 4th of July, but also for Memorial Day, Veterans' Day and/or any other patriotic dates that you wish to celebrate.

Seasonal themes may be used in anticipation of and/or during the seasonal changes, or they may be even used as your default color scheme throughout the year. They may also be used in conjunction with the holiday themes.



The current holiday schemes available are:

- ★ New Year's
- ★ Valentine's Day
- ★ St. Patrick's Day
- ★ Easter
- ★ Mother's Day
- ★ Patriotic
- ★ Back to School
- ★ Halloween
- ★ Thanksgiving
- ★ Christmas



The current seasonal schemes available are:

- ★ Spring
- ★ Summer
- ★ Autumn
- ★ Winter

website at www.efoodusa.com and go to the Demo Website Section! If you would like to submit an idea for a new themed color scheme, please let us know!

It's never too late to sign-up for holiday and/or seasonal themes. Simply call us at 847-888-3202 and ask for Heather at extension 202. You may pick and choose which themes you want to use, whether it be one or all of them! You may also custom schedule when to have each of the themes turned on and off, or simply choose a standard "turn on 2 weeks before the holiday" and "turn off a day or two after the holiday" schedule.

To see a preview of many of the color schemes and themes available, please visit our

In The News:

- *eFoodUSA attended the Fox River Foods Food Show on November 13, 2007 in St. Charles, IL.*
- *Happy Holidays and Best Wishes for a Happy, Healthy and Prosperous New Year from your friends at eFoodUSA!*
- *Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!*

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Feature Focus: Jobs Section

The Jobs section is one of the newer features of an eFoodUSA-powered website, which was added with the Version 4.0 Upgrade. With content maintained by the Distributor, the Jobs section allows visitors on the Distributor's website to browse an up-to-date listing of available employment opportunities.

For the Distributor, this feature is an additional resource to advertise and post open positions for hire for the company. Visitors interested in working for a particular Distribution company, upon researching the company online and finding the eFoodUSA-powered website for that Distributor, will conveniently discover a Jobs Section that displays an organized list all of the job opportunities available.

To view the Jobs Section, an operator may simply click the Jobs button in the navigation bar. Each post includes a reference number, a date the post was last modified, the job title, and the job description. Multiple listings will be distinguishable with alternating highlighted backgrounds for easy reading. Postings will be listed in

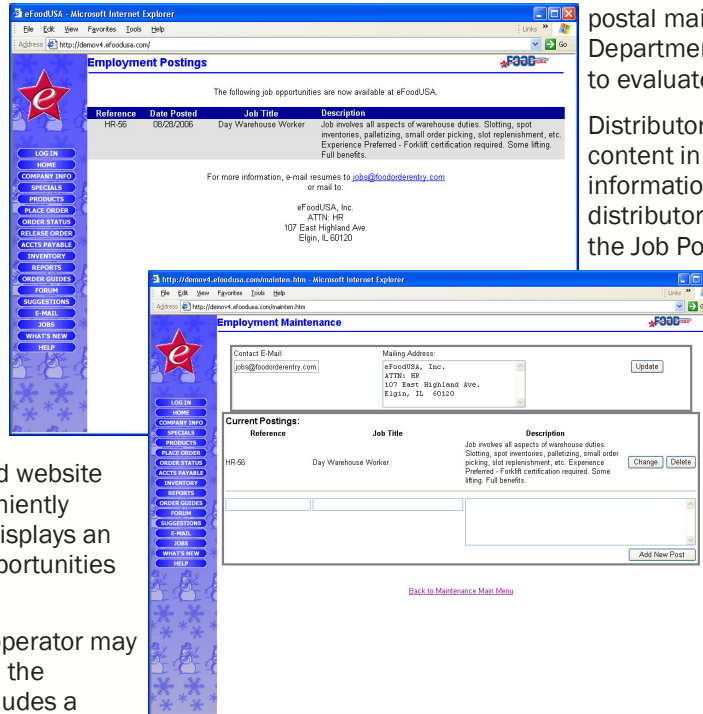
newest to oldest sequence, with the newest at the top.

For viewers interested in a job listed, the Jobs page itself lists both an e-mail contact, as well as a postal mail contact, for your HR Department or the person with authority to evaluate applications for the job posts.

Distributors have full control over the content in their Jobs section. To update information on this page, log into the distributor's maintenance section. Select the Job Posting Administrator option in

the menu. At the top of the page you will be able to edit the contact e-mail and address to be displayed on the Jobs page. Make sure to click the Update button when you have edited that top contact information before adding or editing the job description information below. To add a post, fill in the fields available with the appropriate information, and click the Add New Post button. To edit an existing post, simply locate the post,

and click the Change button to the right of that post. If you no longer wish to have a post displayed, click the Delete button next to the out-dated post.



From the President's Desk By: Jim Whetstone

Again, welcome to my corner of the newsletter. This is the issue that encompasses the Holiday Season, and by the time you read this, hopefully you all have had a Wonderful Holiday Season. The New Year is always a great time to reflect on the past year, and to look forward to the upcoming year and the promise that it brings! I want to do just that in my column this month.

2007 was a great year for eFoodUSA and for me personally. We converted the bulk of our distributors' sites to Version 4.0, and our distributor/customers have really seen that their operator/customers love all of the new features that

the site offers them. Many distributors have seen a nice increase in operator usage of the site, and that is what we all want – satisfied operators and growing distributors. Of those couple of conversion stragglers, I suggest that you invest the minimal time it takes to switch-over and see how much your operators appreciate the new features!

Building on the success of Version 4.0, we have continued to add tweaks and additional components to the distributors' sites. Some have been suggested, some we have seen the need for, some are visible and some are

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Tech Corner: Sniglets

A sniglet is a made-up word, often humorous, created when there seems to be no appropriate word available. Sniglets were originally created by comedian Rich Hall, and found in his entertaining series of books. Here are some technology-related Sniglets, found on the internet, and listed for your enjoyment.

AlzIMers

Forgetting who you're talking to and typing in the wrong IM window.

Cinderellaware

Demo software that becomes useless after a trial period unless the user registers and pays for it.

Cylences

Long gaps in phone conversation that occur while one person or another is reading e-mail or cyber-shopping simultaneously.

E-dundancy

Sending someone an e-mail at the same time you're having an IM conversation with them.

Faxcination

Staring intently at the fax machine because you're waiting for a fax to come through.

Phenomenot

The latest, greatest whatever that's not what it's proclaimed to be.

Phenomenut

The guy who runs right out and buys all of the phenomenots. (see above)

Spamouflage

An intentional typo, such as Vikagra, used by spammers to fool spam filters.

Spammified

When an e-mail ends up in the spam folder by mistake.

Zen mail

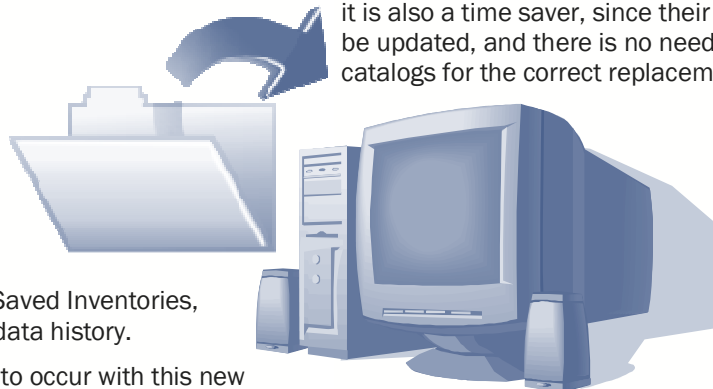
An e-mail message that arrives without text in the message body.

Replacement Item Number(s) File Upload

Distributors utilizing a Version 4.0 eFoodUSA-powered website have the capability to replace a specific item number with a new item number on all operators' Personal Order Guides with a simple file upload.

This distributor-level change is site-wide, and NOT customer specific. The substituted item will be shown on ALL operators' Personal Order Guides, including Corporate Order Guides. This change, however, will not replace the items on Reports or Saved Inventories, therefore preserving the correct data history.

In order for the item substitution to occur with this new file upload, a distributor must first have the new item added to their Item Master file. The item to be replaced may or may not be flagged for deletion. Then, once the Item Master has been updated, the distributor must upload the Replacement Item Number file, and contact eFoodUSA to apply the file to the website.



For the distributor, this simple file upload may be an efficient way to replace discontinued items, or to update items that have had a pack size change. For the operator, it is also a time saver, since their order guides will already be updated, and there is no need to search product catalogs for the correct replacement.

In the Place Order section, operators will see a notification box containing a list of any applicable item number substitutions that were applied to their Personal Order Guide(s). A checkbox will be available to remove and acknowledge the notice.

If you would like to take advantage of this option, a file spec is available to follow and upload your replacement item number(s). Please call your eFoodUSA representative or Tech Support at 847-888-3202 option 3 for more information or to request a copy of the file spec.



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From the President's Desk—Jim Whetstone

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behind the scenes. The Vendors PIES system is a great example of a behind the scenes feature that in turn really enhances the site and the user experience for the operator. Thank you to the distributors that have sent vendors our way and “encouraged” them to add that valuable item content to the sites. Everyone benefits, but it does not hurt to have a vendor concentrating on the items that you stock. We would love to have some more vendors get involved!

“We have already received many great suggestions, and I know that there are more out there that we need to hear about, so keep them coming.”

For me personally in 2007, my first grandchild was born in September – Grace Mae, and she truly is a beautiful little girl. We treasure time with her, and the holidays were pure joy. If we had known grandkids would be so much fun, we would have had them first. Of course, grandpa couldn't

resist getting her an educational toy this Christmas – baby's first laptop!

As we move into 2008, we have some new things coming your way, but most importantly, we are working on features for the next Version. As we have asked in the past, and will forever ask, we really want to hear from you and get your ideas and suggestions for the next addition to the site. We have already received many great suggestions, and I know that there are more out there that we need to hear about, so keep them coming. Also, looking forward, while learning from the recent past, one thing that sticks with me is how valuable our “Get-Acquainted Sessions” for Version 4.0 were. Not only did we cover the new features, but also in some cases, rediscovered features that were there and sort of forgotten about or overlooked. Which causes me to ponder about what more we can offer to our customers to help you fully utilize your site? Since we always get some great ideas from all of you for features, maybe you have the killer idea in this area. I look forward to hearing from you!