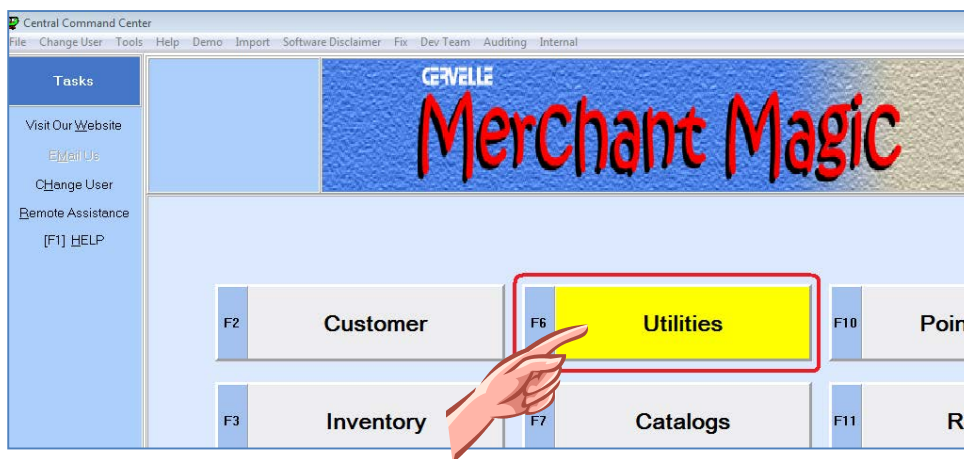


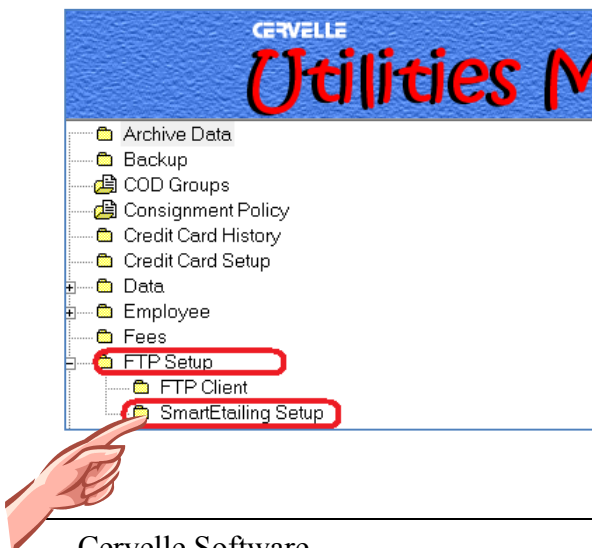
Setting Up Your FTP Information

In setting up your SmartEtailing export capability, you must use our utility to provide your ftp address, username, and password. This information will be provided to you by the staff at SmartEtailing.

Step 1. Log into Merchant Magic™. On the Central Command Center, click the Utilities button.



Step 2. In the Utilities Manager, Click on FTP Setup and SmartEtailing Setup.
(You might have to click on the “+” button to open the entries below the FTP Setup Option.)



Step 3. Enter the hostname, username and password and click the save button.



Do NOT use the information shown on the screen below as that is a “fake” test account.

You will need to get the host address information from SmartEtail.com.

If you were merely clicking on the window to review the inputs, then you can hit the close button and this will not edit the information.

You can also start editing, and suddenly choose to abort your edits by clicking on the Cancel button. Your edits will not be saved.

Entries are case-sensitive! Case sensitive means that a capital “A” is not the same as a lower case “a”, for example.

Distributor Name: Big Rock

FTP Host Address

FTP Username

FTP Password

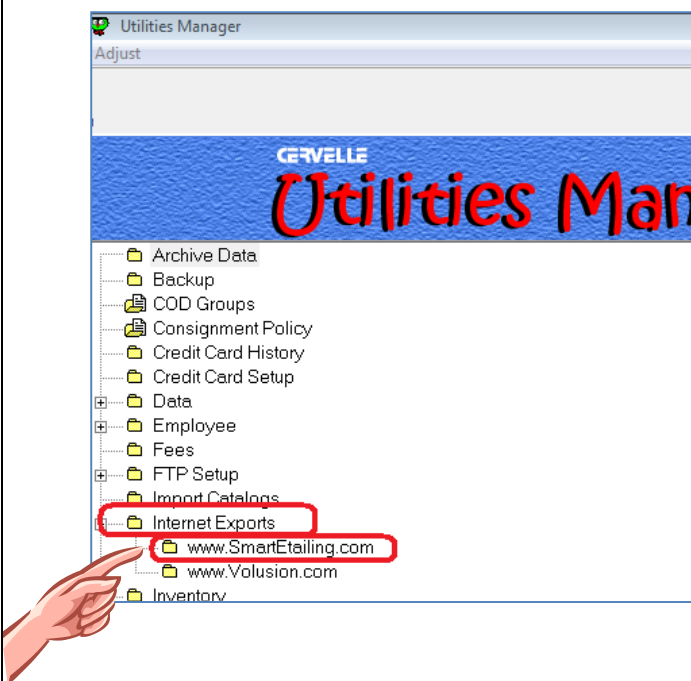
The purpose of this is to specify the ftp address needed to export data to the Etail Website. You must first setup an account with E-Tail and they will provide you the FTP information.

This concludes the section on how to input the FTP information.

Designating Inventory Items to Upload

Now that we have input our store name and defined the FTP address, username and password, let's see how to export inventory files to SmartEtailing.

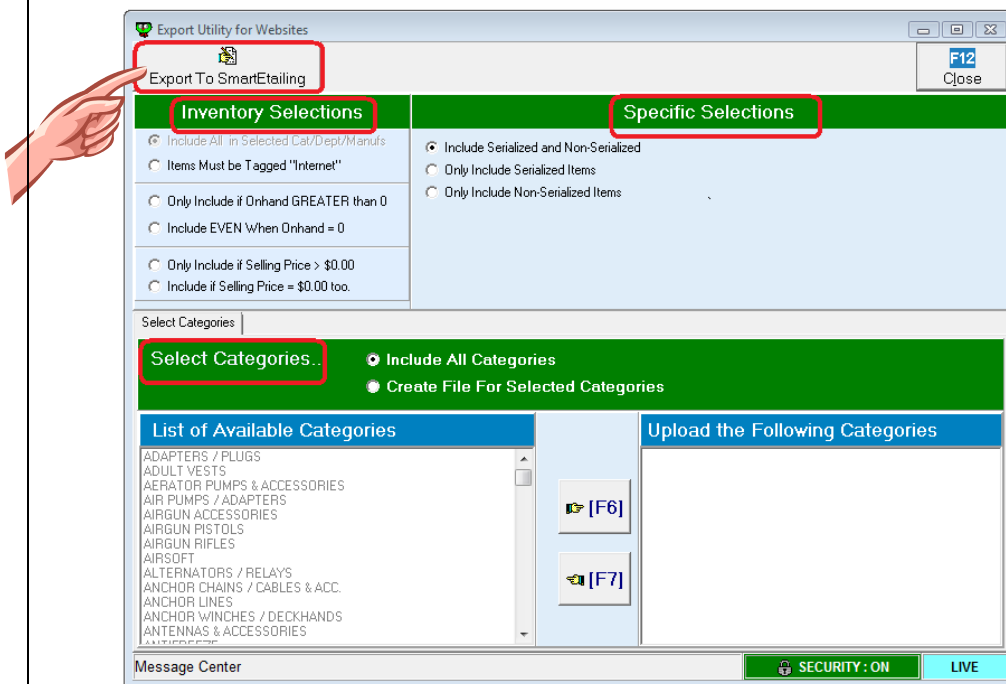
Step 1. From the utilities Manager, select Internet Exports. Select www.SmartEtailing.com .



Step 2. The following window will open. You can control what gets exported to SmartEtailing through the tools available in the window below. When the window opens, if you want to send all of your inventory to your website, then click on the Export to SmartEtailing button. This will send every item in your personal inventory to SmartEtailing.

While sending all of your inventory is an option, most folks prefer to limit their exports to a smaller set of items. There are items in your store that you might not have available on your website. For example, if you own a fishing store, you might not want to show live bait on the website. If you have a gun range, you certainly don't want to export your service items such as range time, range rental, etc... to your website.

Also, if your inventory item is not part of the Big Rock inventory, then it won't show up on the website until you manually define that UPC and its associated manufacturer, description, etc..Once you add the inventory item to the website, then the export will find it. Check with SmartEtailing.com for more details about how to manually add your non-Big Rock inventory to your SmartEtailing website.



The Specific Selections Section is self-explanatory. You can limit your upload as a function of the serialization status of the inventory. In short, you can control if you want to sell firearms on your sight.

In the Select Categories section, click the “Create File for Selected Categories” button. Then, double click on the categories on the left to bring them to the Upload section on the right.