

GENERAL QUESTIONS

1. Why is Lancer Label merging with Discount Labels?

Lancer Label and Discount Labels are sister companies. During the past year, we have been sharing capabilities to offer customers even more custom label solutions, and to better serve customers across the country. Due to positive customer feedback and the success of this initiative, we are formalizing this partnership under one brand, Discount Labels.

2. When will the merger become official?

Our Sales, Customer Service and Marketing teams will begin helping Lancer Label customers transition to Discount Labels beginning October 3, 2016. The merger will be complete by January 1, 2017.

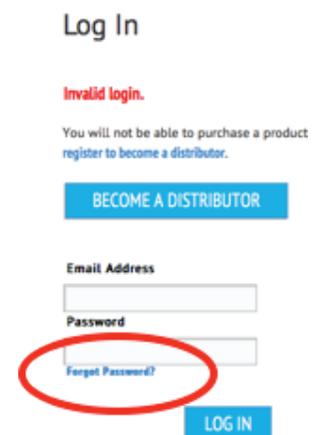
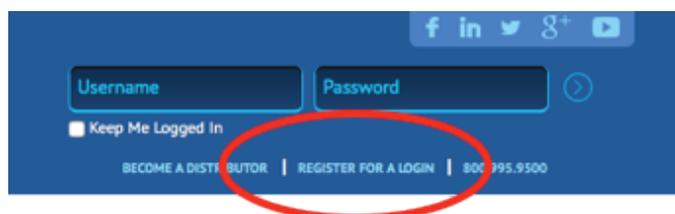
ACCOUNT, ORDERING & SERVICE QUESTIONS

3. If I am already a Discount Labels customer, what will be different for me?

- If you already do business with Discount Labels, then very little will be different for you.
- Your Discount Labels account number and website login will be the same. Please note: Your Lancer Label account number will no longer be active after January 1, 2017.
- Products, pricing, service and turnarounds all will be synchronized and will be similar or even better than you currently receive from each brand individually.

4. I don't have or have forgotten my web login information, what do I do?

- Once you have a Discount Labels customer account number, you can register for a login. If you have never registered for a login, simply click on the **Register for a Login** link on the home page to get started.
- If you have forgotten your password, simply try to login and then click on the **Forgot Password** link.



5. I am new to Discount Labels. What can I expect?

- Working with Discount Labels will feel very much like working with Lancer Label. One of the reasons our companies chose to merge was because our business models and customers' needs were so similar. We pride ourselves on our quality, speed, value and friendly customer service. By combining our resources, capabilities and expertise, we will be able to serve our customers even better than before.
- If you don't know much about Discount Labels, the company has been a leading label converter for over 50 years. Like Lancer Label, we are committed to supporting and selling only to the trade. As an example of this commitment, go to DiscountLabels.com and check out the comprehensive library of tools, resources, videos, and sales builders available to you. Many of these resources are unbranded so you can use them with your own customers.

6. If I am new to Discount Labels, can I use my Lancer Label account information? How about my web login?

- For security reasons, all new customers transitioning from Lancer Label will be assigned a new Discount Labels customer account number. You will receive this new account number in your Transition Toolkit that will be mailed to you. Your Lancer Label customer account number will no longer be active after January 1, 2017.
- If you have a Lancer Label web login, you will be able to use this as your DiscountLabels.com web login. With a Discount Labels web login, you will be able to get a quote, place an order, or check on the status of an order, whether it was placed online or through our customer service team. You will be able to change your Discount Labels web login information if you choose.

7. How do I get a quote or place an order?

- Standard order -- To get a quote for or place a standard or "catalog" order, simply log in to DiscountLabels.com where you will find almost every combination of shape, size, stock, ink, adhesive and finish. You also can check on the status of your order(s) at any time.
- Specialty orders -- If you would like to get a quote for or place a large, specialty or "non-catalog" order, simply contact the Discount Labels team of experts at (800) 995-9500 or via email at art@discountlabels.com.

8. What if I have a general question about labels? Can I talk to someone live?

Of course! If you have questions about a material, ink, quantity, finish or anything related to labels, we have a large team of experts ready to take your call and answer your questions. Our customer service representatives are available from 8:00AM – 7:00PM ET at (800) 995-9500.

9. What if I need to place a reorder for an order I placed with Lancer Label?

No problem! You will be able to place any reorder with Discount Labels, even if it was originally placed with Lancer Label.

PRODUCT, PRICING AND TURNAROUND QUESTIONS

10. Will the same products be offered?

Yes. One of the benefits of merging is to offer our customers the “best of both worlds” when it comes to product selection, price and service. By combining our companies, we can offer all the same products we offered as two individual companies plus the opportunity to develop and offer new and unique products.

11. What can I expect regarding pricing?

- Discount Labels has built its business by offering great quality at low prices to our distributors. Now that we’re expanding our printing capabilities and our footprint further west, we plan to be more price competitive than ever.
- Our goal as we merge and standardize our products between the two companies is to offer customers the lowest possible price so they can win more business and enjoy higher margins.

12. Will the quality of my order be the same?

- YES! Despite our name, for 50 years Discount Labels has built an excellent reputation for printing high quality labels. With the addition of several HP digital presses, a Nilpeter FA-4* prime label press, and other equipment, we have evolved from our humble beginnings as a spot color label printer to a premier label converter offering beautiful prime labels, digital labels, variable data labels, durable labels, and many other specialty and high-end custom label solutions.

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- In addition to our presses, we've added inspection systems, in-line capabilities, state-of-the-art finishers and finely honed quality assurance processes to ensure we're winning every customer's next order.

13. What about my turnaround times?

With two locations and an increased focus on project management, Discount Labels is able to provide some of the fastest turnaround times in the industry. Most orders received before 4:00PM ET are printed and shipped within 24 hours using expedited shipping offered at ground rates. Full color labels, AnyShape® laser cut labels, and consecutive numbered labels print and ship in 72 hours. Some specialty labels may take longer. Simply ask a customer service representative when placing your order.

QUESTIONS ABOUT COMMUNICATIONS AND OTHER INFORMATION

14. How will you communicate about the merger?

- Announcement email – You will receive an email announcing the merger and detailing next steps.
- Transition Toolkit – Following this email, you will receive a Transition Toolkit via postal mail. This toolkit will contain a personalized letter with your new account information (if you are a new customer), catalog, sample pack and other useful information.
- DiscountLabels.com Welcome Section – We are creating a Welcome Section on the web site to bring important content front and center for Lancer Label customers. This includes our Welcome video, FAQs, marketing tools, resources and more.
- Ongoing communications – Consistent with our philosophy to always put the customer first, we commit to keeping you informed on all relevant merger news. Our goal is to help make it as easy as possible for you to do business with Discount Labels.
- Additional materials – If you receive your Transition Toolkit and still need additional sales and marketing materials (catalogs, samples, sales builders, etc.) or other information, simply contact our Marketing team at marketing@discountlabels.com with your request.

15. I've got it. What do I do next?

- If you are already a Discount Labels customer, ensure you still have your web login information. If not, you may need to reset your password.
- Once you are all set up, you can begin to place all your quotes and orders with Discount Labels – either through the secure website DiscountLabels.com or by calling one of our Customer Service experts. Our teams are prepared to welcome and serve all Lancer Label customers.
- If you are not already a Discount Labels customer, you will receive your new customer account number in your Transition Toolkit. When you do, you are automatically in our customer system. If you had a LancerLabel.com web account, we will automatically transfer your login (email) and password to the DiscountLabels.com site so you are ready to log in for a quote or to place an order.
- **PLEASE NOTE:** If you are part of a larger sales or label organization, share this news and information with others on your team. Every member of your team who is in our system as a unique customer will receive a Transition Toolkit.

Please give us feedback!

We welcome any and all feedback around how we can make it easy for you to do business with Discount Labels today and into the future. Simply send your questions and comments to marketing@DiscountLabels.com.