



APPLE - CHANNEL - WAL-MART IPOD MERCHANDISING
1 OF 6

CURRENT WAL-MART IPOD MERCHANDISING.

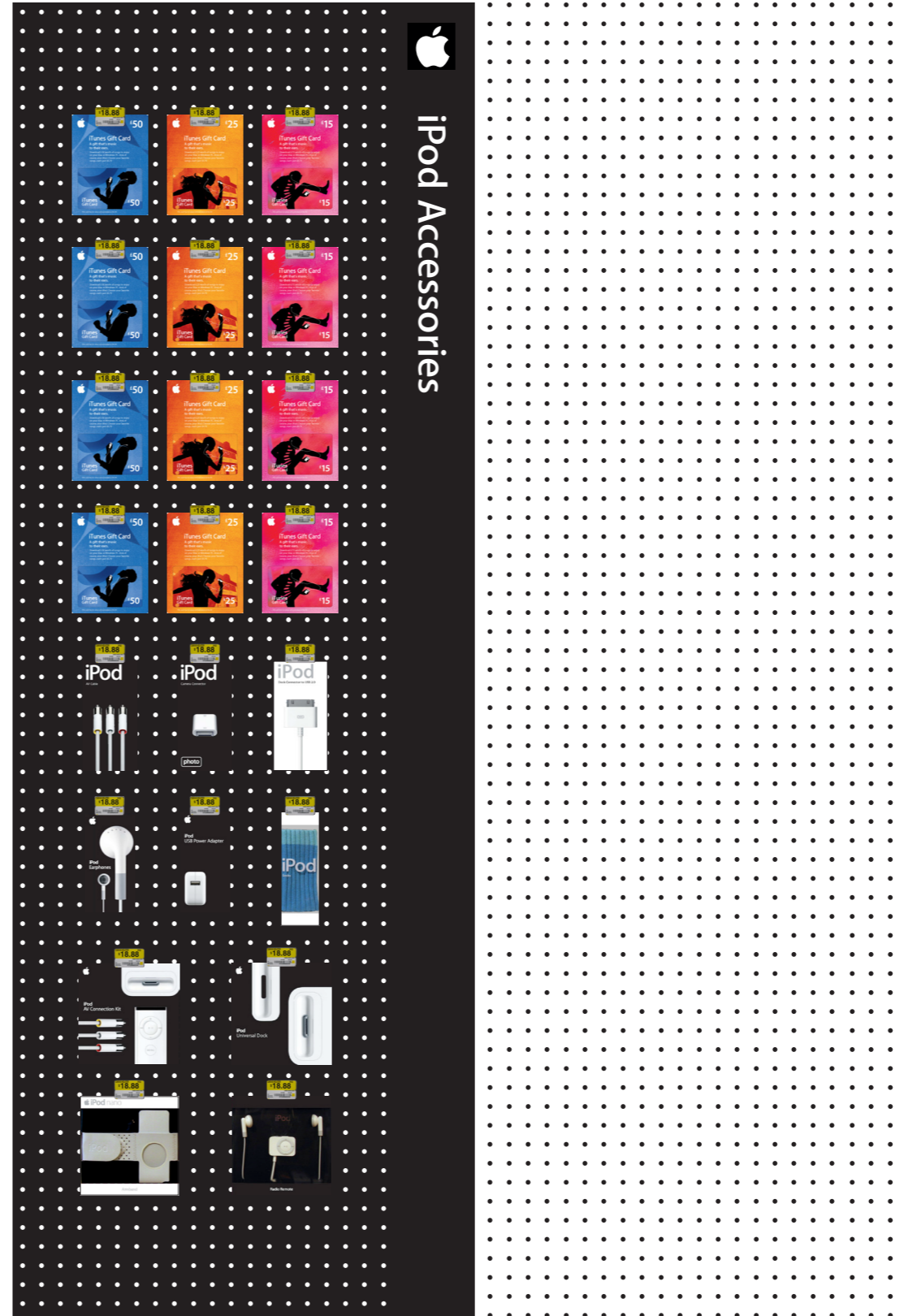
Merchandising Option 01 :

Single flat graphic that extends from top to bottom of fixture (approx. 70"x 7"). Used as a device for separating the Apple iPod accessories into a defined area.



Merchandising Option 02 :

Painted black pegboard to define the Apple iPod accessories into a single area. To be used in combination with a flat graphic that extends from top to bottom of fixture (approx. 70"x 7").



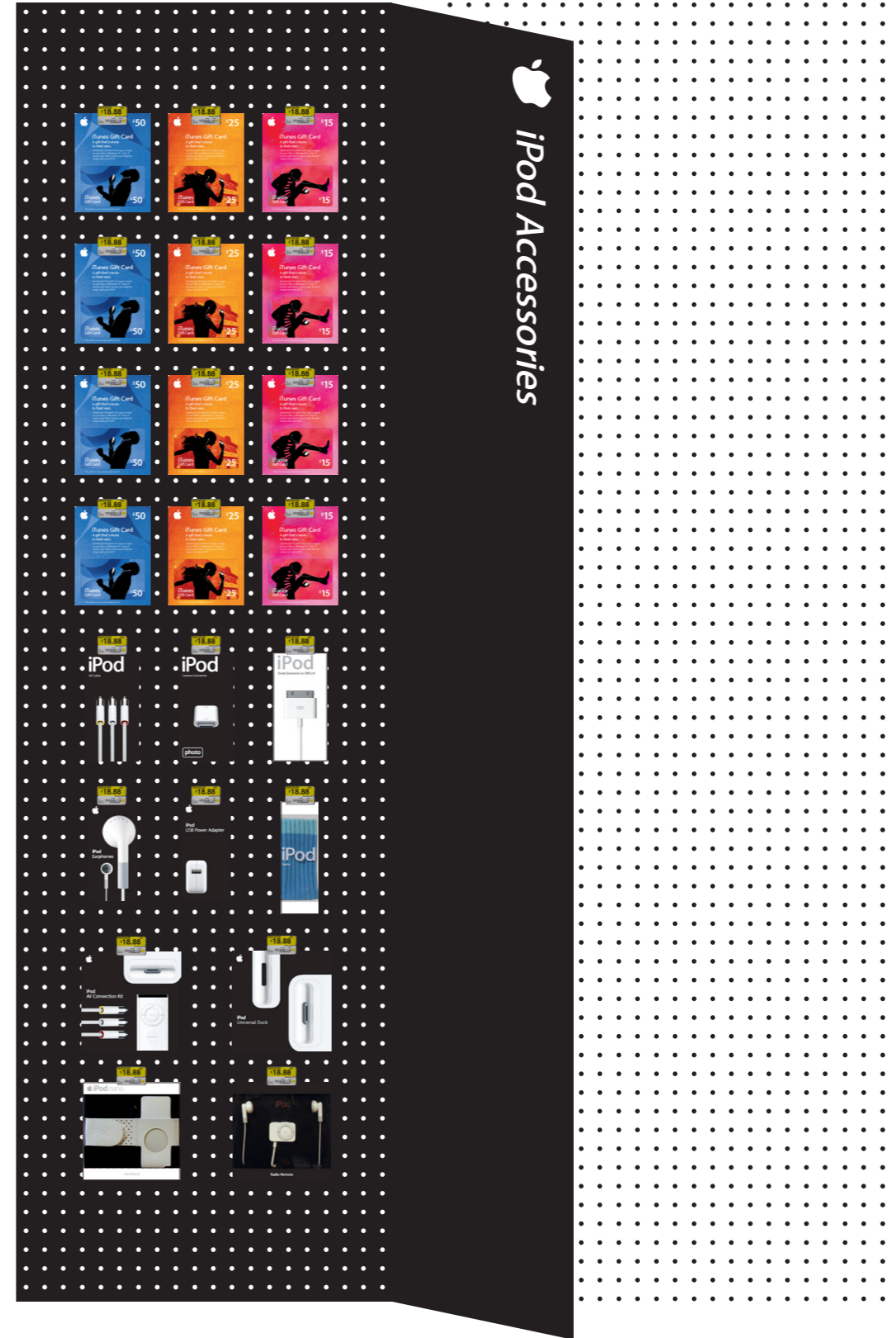
Merchandising Option 03 :

Single graphic that extends from top to bottom of fixture (approx. 70"x 7") and also extends out towards the aisle (approx. 18").



Merchandising Option 04 :

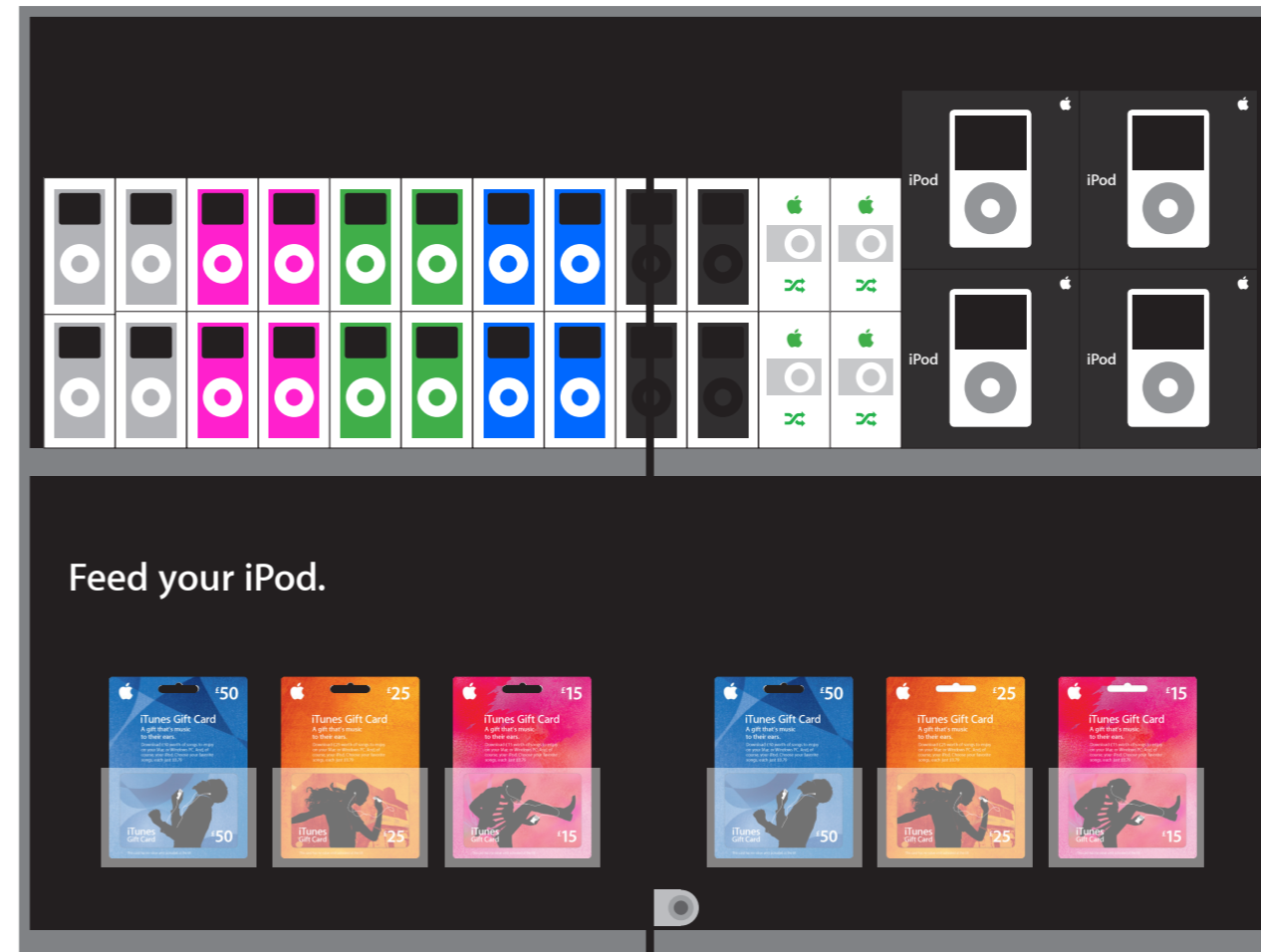
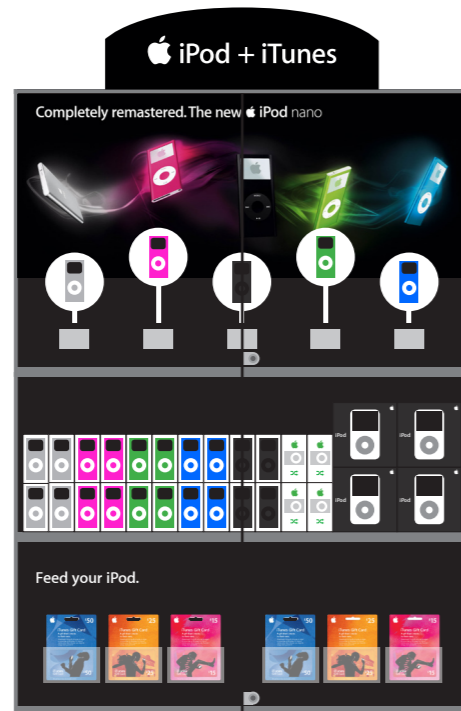
Painted black pegboard to define the Apple iPod accessories into a single area. Used in combination with a graphic that extends from top to bottom of fixture (approx. 70"x 7") and also extends out towards the aisle (approx. 18").

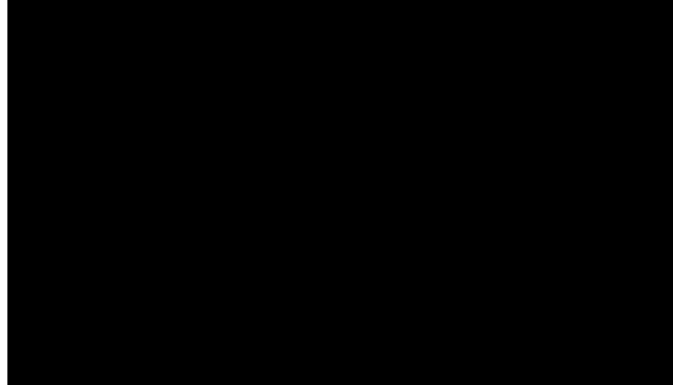


Bottom Endcap:

Top shelf of endcap holds the iPod product assortment.

Bottom shelf of endcap holds a recessed cardboard insert that sits inside bottom shelf. It has six clear plastic holders stocked with iTunes gift cards for quick and easy suggestive selling by the sales associate.





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