



Silhouette Online Store

NEW SUBSCRIPTION PROGRAM

Based on customer feedback, quantitative and empirical research we are proud to announce the new, more affordable pricing on the Silhouette Online Store.

99¢ downloads
New subscription options

99¢ downloads

Pricing for digital designs have been permanently reduced. Downloads start at just 99¢ each and we don't plan on changing that. New designs in the future may have slightly different pricing based on several variables, but starting now they will be priced from 99¢ each.

New subscription options

We've learned a whole lot over the past year. But one thing we've always known is that our customers are always on the hunt for a good deal. We've decided to introduce new subscription plans at much lower costs to give each customer a more affordable way to get into digital cutting.

Plan	Price	Monthly Credits
Pay as you go	99¢ each*	-
Basic subscription	\$9.99 / month	\$25 / month
Deluxe subscription	\$14.99 /month	\$50 /month
Premium subscription	\$19.99 / month	\$150 / month

* Downloads start at \$0.99 each

More downloads

For those customers that absolutely need more downloads, there's good news. With a deluxe or premium subscription they can get more downloads (after their credits run out) for just 75¢* or 50¢* each respectively.

* Pricing based on downloads listed at \$0.99.

Roll-over

If a customer's credits aren't used by the end of the month we'll roll them over to the next. Subscribers have 60 days to use credits from the time they are received so there's no worry about deadlines, just downloads.

The fine print

Subscribers will receive monthly in-store credit toward digital content purchases. In-store credits cannot be redeemed for cash or physical product. But with thousands of designs in the store and hundreds of new images added monthly there's something for everyone.



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Frequently asked questions

Why the new subscription plans?

Due to popular demand, we decided to offer something at a lower price so everyone can enjoy a subscription to the largest online collection of cuttable designs. We've always believed that it shouldn't cost an arm and a leg to get new shapes for your digital cutter, so lowering our prices was a natural move.

What will happen to my subscription?

If you have an unlimited subscription, you'll keep it until it expires. At that point you'll receive information on how you can sign up for one of our new subscription plans.

If you have a limited subscription, we'll automatically upgrade you to a Deluxe subscription. You'll receive \$50 of credits monthly instead of \$30 and we'll reduce your monthly payment from \$19.99 to \$14.99. We won't charge you anything extra or increase your monthly payments in any case.

Will I keep my account balance?

Absolutely, yes. Whether you have a subscription or download cards or just money on your account, you'll keep it.

Can I just keep the subscription plan I have?

We agreed to give you your current subscription for a certain period of time. You can keep it until it expires without any problem at all. After your subscription expires, you'll be given information on how to sign up for one of our new, exciting offers.

Why is there no longer an unlimited subscription?

There are lots of good reasons. Here is the official list in order of importance:

- **Limiting downloads will increase the quality of designs in the store.** By having a limit to the number of downloads each customer gets (even though 150 is a pretty high limit), we can better recognize which designs are more popular and gear our store to better suit each individual's needs.
- **We have future plans to increase the types and brands of downloads offered.** This simply can't happen with unlimited subscription plans.
- **We can now decrease the cost of subscriptions.** Unfortunately, we've had to charge higher premiums in the past to compensate for the unlimited access given to subscribers. Moving forward subscriptions and downloads can be less expensive for everyone.
- **Unlimited subscribers do not use more than 150 designs each month.** We've tried to put a limit on downloads without really limiting anyone. Almost all of our current unlimited subscribers should be able to continue downloading at their regular pace and stay comfortably within the limits of the new plans. New subscriptions also have roll-over credits as well as discount pricing for overages. Plus, the new subscriptions are less expensive than the old unlimited plan. If you do run out of credits on a new Premium subscription, you can purchase additional designs starting at just 50¢ each. We've done our very best to make everyone happy. We are confident you will enjoy the new options.



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Frequently asked questions (continued)

Can I use my subscription card for a new subscription?

Subscription cards were a promotion offered during the first several months of 2009 and have not been included with Silhouette machines since August, 2009. The cards officially expired on January 31, 2010 and are no longer valid toward new subscriptions. We appreciate your understanding.

Are you closing the Silhouette Online Store?

No. Who starts these crazy rumors, anyway? The Silhouette Online Store is one of the major features of the Silhouette that makes it so awesome. The Store isn't going anywhere but forward so get excited about it.

Will customer support continue to be there for me?

You bet. We're growing at a simply ridiculous rate, so be patient with us as we serve all of our customers. You may find immediate answers to your questions by checking our up-to-date frequently asked questions under the support section of our website at <http://www.silhouettemachine.com> before emailing or calling customer service.