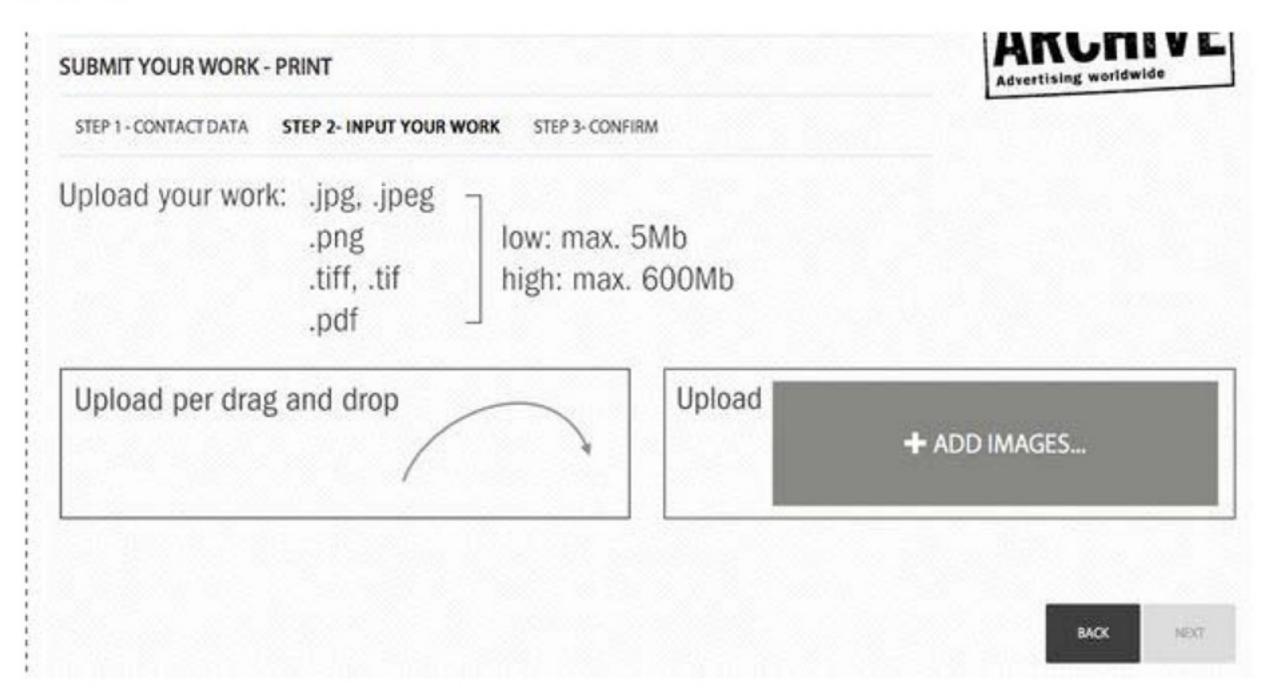
Dear Submitter,

As you might already have noticed, we changed our submission system with the relaunch of our new website some days ago. We hope that you will find the whole process much easier and far more user-friendly!

Anyway, here is a brief introduction to the new submission process:

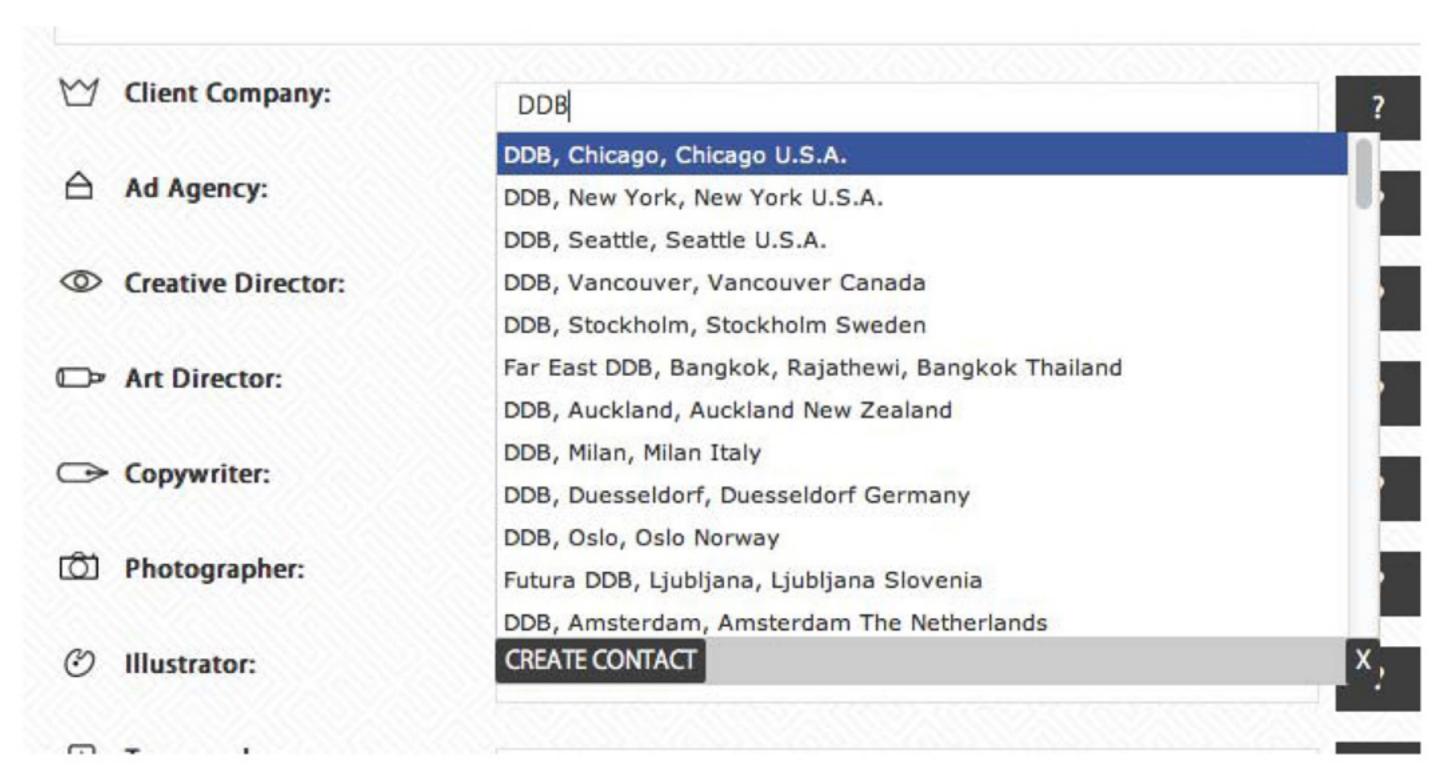
- 1) Click on "Submission" in our website's header navigation bar at www.luerzersarchive.com
- 2) Choose the product you wish to submit for: "Print Campaigns," "TV Commercials" and "Students Contest," for submissions to the regular "Lürzer's Archive" magazine, or to one of our upcoming specials, and click "Submit".
- 3) If you are already logged in, you will immediately be requested to enter the basic submitter info. If you are not yet logged in, you either have to enter your login data or create a new account.
- 4) You are now ready to submit images.

This is new! You no longer need to repeat the whole submission process for every single picture and can now upload all images at once. You can do this by selecting them from your hard disk or another source, or simply by means of drag and drop.



5) After uploading the pictures, an input mask will appear and all information must be inserted here. Most especially, you must enter all credits.

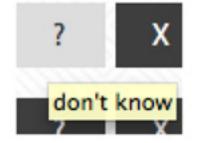
Simply type the name in the credit space, e.g. "DDB." You will automatically see all companies of that name listed in the database, and you can select the one you think is correct. If you do not find the proper entry, click on "Create contact" and enter the basic credits data.



If there is no credit for any one category, for example a photographer, simply click the symbol for "None."



If you are not sure about the name, you can click on "Don't know".



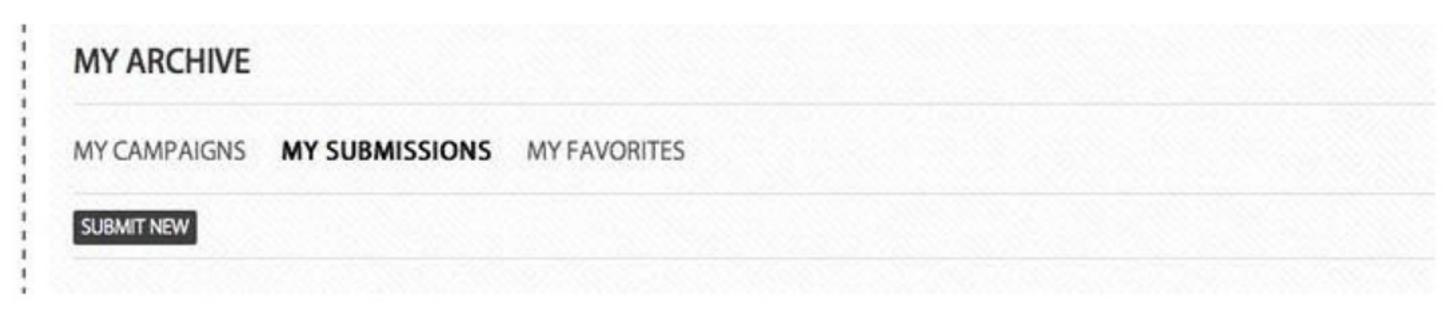
Once you are done, click "Confirm." If there is still any information missing, this will be flagged in red:



If you wish to do so, you can also upload a HiRes file.

Finally, click "Confirm" and, after having done the same for all of your submissions, make a final confirmation.

6) You will receive a confirmation email and can, in addition, make further changes or check the status of your submissions whenever you are logged in to our website.



That's it.

I hope you find this new system to be a huge improvement - and good luck with your upcoming submissions!

If you encounter any problems or have any questions, simply contact us at office@luerzersarchive.com