

# ASADealerBulletin

November 19, 2009

## The Times They Are a-Changin' Doing Business in the Technology Age

The ASA business model is based on marketing our products through Distributors. Deviations from our model will *only* happen when products, technology and/or competition force us to do so. As you know, the Internet is changing some of the ways we do business. Demand for so-called “digital content” and electronic delivery methods are increasing and ASA must keep up or be left behind. The truth is, keeping up with, and in many cases exceeding market expectation benefits your customers by maintaining the trust and confidence the ASA brand has enjoyed for decades. Here are just a couple examples of what’s happening in our world:

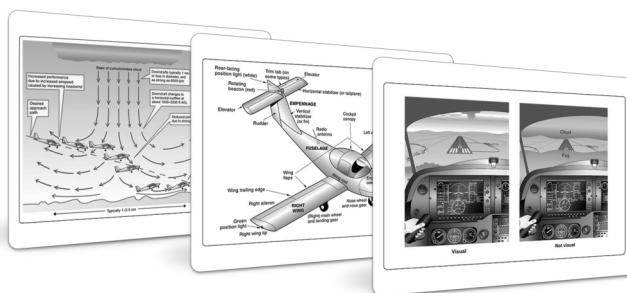
- ✈ Apple has opened the iPhone® platform for third-party development. As a result, some 85,000+ applications now exist for the iPhone®. These “apps” can only be purchased directly from Apple in the iTunes® Store. For this type of product, it simply does not work to sell them through Distributors or Dealers.
- ✈ Closer to home, online courses are being offered by Jeppesen, Sporty’s, King Schools, Gleim, and others.

At this time ASA offers downloadable textbook graphics, PDF Syllabi and PTS, Prepware, VTP Video Segments, and new Prepware iPhone® apps direct online. Some items are free and some are sold at retail.

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