

EggXpert Review Program

2014



EggXpert Review Program

Vendor Participation

- Both package annual plan or a-la-carte plans are available
- Provides free product samples to reviewers through Newegg
- Receives advanced feedback on new products

EggXpert Reviewer

- Select customers invited by Newegg
- Technology enthusiasts who like to help others
- Customers from a wide range of demographics

EggXpert vs. Regular Review

- Eggxpert reviews are well thought out and well written
- Eggxpert reviews go deep and wide in coverage
- Eggxpert reviews are opinionated with personal touch

Confidential



2

EggXpert Review Benefits

Ensure reviews are available at product launch

Enhance product search opportunities

Increase customer confidence in buying

- Eggxpert reviews elaborate on product features and benefits in real-life settings
- Manufacturers' feedback reduce uncertainties and reservations

Decrease buyer's remorse and returns

Minimize the impact of a few early negative reviews

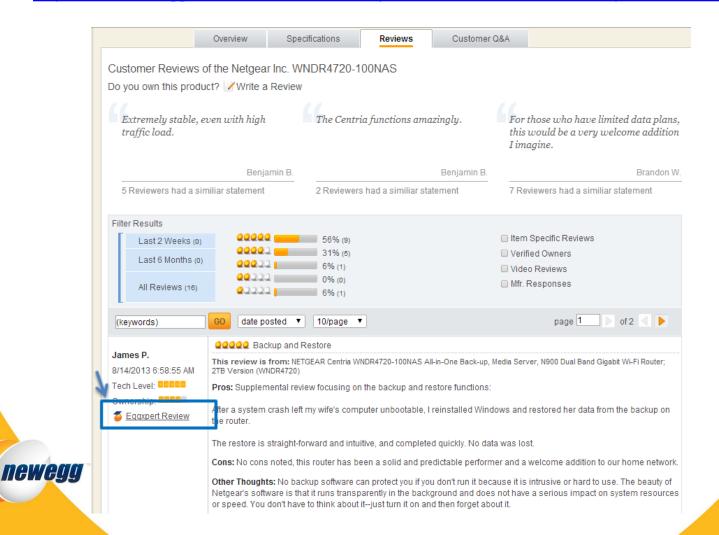




EggXpert Review Example

Example Item with EggXpert Reviews:

http://www.newegg.com/Product/Product.aspx?Item=N82E16833122488&Tpk=33-122-488



Participate Now

- Vendor endorsed for positive impact on business
- Hundreds of EggXpert Reviewers selected
- 380+ SKUs reviewed
- 4,200+ reviews posted

Learn more about the EggXpert Review program here:

http://help.newegg.com/app/answers/detail/a_id/400/kw/

To participate in this program, please contact your Newegg Marketplace Category Manager. If you do not know who your Category Manager is, please email us at:

marketplacesupport@newegg.com

