



1-888-532-4794 ■ www.specialtyanswering-service.net

“Communication is Es

Providing exceptional communication services to its customers is what makes Specialty Answering Service unique.

Specialty Answering Service

800 N. Henderson Road, Suite 400

King of Prussia, PA 19406

Phone: 1-888-532-4794

Fax: 1-888-644-4129

www.specialtyanswering.com

sales@specialtyanswering.com



At Specialty Answering Service, we are aware that communication is the key to successful projects. Each and every connection is vital and handled with care. Communication is the cornerstone to everything we do; from the initial contact to the evolution of the call center project. Our ability to communicate is our most powerful tool for ensuring maximum success. Each team member works hand in hand with the customer, the caller and management to capitalize on every phone call. Every time a phone rings an opportunity is created and how the call is handled determines the success or failure of that opportunity. At Specialty, we know the importance of communication. No matter what time of day the phone rings, a skilled operator is prepared to deliver the highest level of service. While communication depends on our ability to speak, it depends even more so on our ability to listen. By listening we hear your every need and deliver an unparalleled service to you and your callers.

Order Entry

The driving force of any business is sales. By having the proper team, phone calls can be converted into orders. Our order entry platform is designed for today's smart businesses. We can work together with your web site to process customer orders or setup an interface to complete orders, conduct credit card verification, obtain all necessary order fulfillment information, and provide real time order statistics.

From catalog order taking to print order taking to high volume order taking for direct response television or radio campaigns, you can count on our service to perform around the clock.

Bilingual Service

Our bilingual service is becoming a necessity for your business. Our live operators speak Spanish as well as they speak English. Your customers, clients, patients and prospects know you care about them by being able to communicate in their native language. Our bilingual service can help strengthen your customer service and increase sales by targeting a whole new population.

Surveys

Our call center agents can help your market research by conducting outbound surveys on your behalf. Working from your database, we can gather valuable feedback from your customer base to help you improve your customer interactions and customer service. Outbound surveys are an essential part of any business model.

Customer Service

Retaining your customers can be challenging. We can help foster great customer relationships by opening up a 24 hour communication channel between you and your customers. Following your scripts and protocols, our agents are available around the clock to respond to your customers questions to help increase customer satisfaction and customer loyalty. From inbound customer service to outbound customer care initiatives such as customer loyalty and customer satisfaction surveys, we help you develop a great customer service approach.

Telemarketing

We can coordinate a telemarketing solution to help you meet and exceed your sales goals. Our skilled team of telemarketing and telesales professionals will work through your prospect list following your marketing script. Our B2B telemarketing service is competitively priced and adheres to all DNC guidelines.

Automated Intelligent IVR Services

We can completely automate your receptionist, customer service, and sales. Our intelligent IVR solutions include outbound telemarketing, voice broadcast, inbound order processing, FAQ, appointment setting, outbound service reminders, outbound information update requests, follow-up calls, and phone call tracking. We give you access to the most advanced artificially intelligent virtual assistants.



essential™

Appointment Setting

Our call center agents can set appointments online for your entire organization to see by interfacing with your web based appointment setting service (such as a Google® calendar, Yahoo® calendar, or Appointment Plus® software) or by giving you access to our internet based appointment software.

If you need outbound B2B appointment setting services, our staff can cold call your marketing list to set your appointments. Along with our outbound appointment service, we can also perform automated or live operator appointment reminder calls on your behalf.

Help Desk

Following your protocols and customizing your account with your product FAQ and escalation procedures, we are able to provide a professional 24 help desk service which is essential to your customer retention. Outsourcing your help desk services to our call center is a low cost and highly effective business solution.

We are available to provide help desk services including technical support, general product information and support, software troubleshooting, hardware troubleshooting, web site navigation assistance, crisis resolution, installation and setup, diagnostics, maintenance, and more. Outsourcing your help desk needs to our service ensures customer satisfaction.

Registration

We offer complete registration services for your upcoming conference or event. Our call center agents can provide your callers with all information about your event (such as booking fees, dates, times, etc), as well as answer any event information by referencing your literature and FAQ list. Our operators can also process your ticket payments through your payment gateway or one we provide on site.

Live Chat

Live operator support goes way beyond the telephone. Our online operator supported live web chat service helps you communicate with your customers. All live chat interactions are billed per minute so there are no additional fees. Simply provide our operators with login credentials so we can monitor your chat requests. If you don't have a chat service, we can help you coordinate with our verified partners to get a live chat module installed on your web site. We can help you engage your web site visitors and turn each web site hit into a sale.

Click to Talk

Our click to talk service is a great way for you to increase revenues and enhance customer satisfaction. After clicking a box on your web site, your customers will enter their telephone number and will be able to initiate a telephone call to one of our call center agents. We will work from your script and protocols in a sales, help desk, or customer service capacity.

Pricing for Additional Services

- **Outbound Telemarketing:** \$45/hr (15hr min.) + setup
- **Our Appointment Software:** \$50/pm (includes 100 appointments) + \$20 each additional 100 appointments set
- **Click To Call:** Prices set by verified partner. Visit specialtyansweringsservice.net/partners for prices & sign up.
- **Process CC If Customer Has No Web site / Gateway:** One time \$250 setup, \$50/pm for a secure web page, \$25/pm first 50 transactions + \$.50 each additional
- **Recorded Calls:** \$.25 each min. to listen to messages
- **Automated Intelligent IVR Solutions:** \$.15 per minute + one time setup fees
- **Live Chat Software:** Prices set by verified partner. Visit specialtyansweringsservice.net/partners for current prices and sign up information. Live chat interactions are billed per minute.
- **PBX:** A Complete virtual phone system for your business. Prices and packages set by verified partner. Visit specialtyansweringsservice.net/partners for current prices & sign up information.

Are You Ready To Sign Up For Our Call Center Service?

- 1 Fax your completed forms to our office at 1-888-644-4129 or complete the forms online at specialtyansweringsservice.net/acc
- 2 Don't forget to fax any additional literature to our office or e-mail the additional literature to newstarts@specialtyansweringsservice.net
- 3 We process an initial invoice which will include your setup fee, base rate, toll free charge (if applicable), and any additional services
- 4 Your account information is sent to programming who will contact you to review your information and setup your service
- 5 Once your account is fully setup (anywhere from 24-72 hours depending on complexity) you can start using our service

FAQ

■ Are my calls being answered overseas?

No. All of your calls will be answered in one of our United States based call center locations. We do not outsource overseas.

■ What setup fees will I be charged?

All accounts have a minimum \$50.00 non-refundable set up charge applied to up to one hour of customized training, programming, and scripting. If your account cannot be programmed within a one hour period, we will contact you to discuss any additional setup charges before we process your payment. All setup fees are on a per hour (\$50.00) basis.

■ Will my minutes roll over to the next month?

No. Unused minutes cannot carry over to the next month. However, if your current invoices usage could be better served through a lower volume plan, we will modify your plan, adjust the invoice accordingly, and credit your account the difference.

■ How quickly can my account be setup?

After we receive your information and your payment has cleared, we immediately send your account to programming. After programming has begun, lead time to be operational is 24 hours to 10 business days depending on complexity of your project.

■ Where is your call center located?

We have many call centers throughout North America. Your account would be matched with the best call center suited to serve your unique needs.

■ Can I cancel if I am not satisfied with the service?

We want you to be completely satisfied with our service. We never require long contracts with our customers and each account we service is on a month to month basis with a 30 day written cancellation notice.

■ Can you handle large spikes in call volume?

Yes. We are equipped to handle consistently high call volume accounts and inconsistent increases in volume (ex. Volume increases resulting from television or radio direct marketing efforts). If you are expecting an increase in volume, we ask that you give us 5 days notice so we may appropriately staff your account.

■ Is your per minute pricing all inclusive?

Yes. All operator actions (including e-mail, call patched, and call wrap ups) are calculated on a per minute basis and are measured in 6 second increments with each call procedure having a 30 second minimum.

■ What will my monthly invoice look like?

Most monthly invoices will include the next months base rate, the previous months overage minutes (if any), and a toll free number fee (if applicable). There are never any holiday charges, line fees, or other service charges. Our invoices are simple.

■ How qualified is the staff?

While we thoroughly train our call center representatives on our technology platforms and customer service skills, the most important element of our success is our people. Specialty hand picks it's staff. Each operator brings their own skill set and unique personality, which enhances the entire team.

■ How long will each call take?

The length of your phone calls will vary based on your script, your callers, and your requirements. Our operators work to expedite the calls quickly without compromising your customer service.

■ Is your call center cost efficient?

We know that you are paying for every second we are on the phone with your callers. From the set up of your account to the handling of every call, Specialty is conscious of economizing your call. Our average call time is 15% lower than the industry average, saving you money



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Call Center Service Activation Form

Specialty Answering Service 2010 / 11

Fax all pages including additional information to 1-888-644-4129

Office Use Only

ACCT #:
DID:
TF:
ID:
CC:

Company Name _____ Web Address _____
Contact Person _____ Expected Start Date _____
Main Phone _____ Back Line _____ Fax _____

Form SAS-12

Office Hours _____ Time Zone _____ Estimate of Monthly Call Volume _____

Physical Address

Billing Address (if different from physical)

Call Center Program Type (check all that apply)

- | | | |
|--|---|--|
| <input type="checkbox"/> Call Management, Telephone Answering Service, Message Dispatch | <input type="checkbox"/> Long Operator Scripts, Surveys, Questionnaires, Applications, Etc. | <input type="checkbox"/> Live Chat, Click to Chat, E-mail Monitoring, Instant Messaging Monitoring Service |
| <input type="checkbox"/> Inbound Telemarketing, B2B Outbound Telemarketing, B2C Outbound Telemarketing | <input type="checkbox"/> Lead Qualifying, Lead Capture, CRM Integration & Management | <input type="checkbox"/> Appointment Scheduling, Appointment Setting, Database Management |
| <input type="checkbox"/> Event Registration, Reservation, RSVP Services | <input type="checkbox"/> Customer Service, Help Desk, Support, FAQ | <input type="checkbox"/> Order Processing, Direct Response, Order Entry |
| <input type="checkbox"/> Bilingual (English / Spanish) or Multilingual Service | <input type="checkbox"/> Call Center E-mail & Fax Receipt Response | |

Basic Account Information

Answer Phrase _____
(greeting our operators use when picking up your phone lines)
Answer Language: English Spanish Bilingual
Telephone number you will be forwarding to us: _____
Hours you will use our service: After Hours 24 Hours During Office Hours Overflow Call Center
Daily message report preference: No Report Email Report Fax Report Email & Fax Report
time? _____ list fax #'s / email address(s): _____
Hold Calls? NO. Contact me with every call YES. Only contact me for certain types of calls
If "YES", list the types of calls: _____

Business description & service expectations:

Information needed on message ticket:
(name, phone, & general message always taken, list all other information we need to gather)

List the types of calls you receive and how they should be handled:

TYPE

HOW CALL IS HANDLED

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

On-call staff names, #'s, and schedules:

Contact instructions and procedures for emergency or immediate contact calls:



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Order Processing Information (if applicable)

What product / services do you provide:

Can your website process orders? No Yes *shopping cart?* Yes No
Shopping cart have a payment gateway? No Yes *real time payment approval?* Yes No
Can you add a page that is cookie / graphic free? Yes No
If no website, how do you process payments? _____

Do you accept checks or money orders? No Yes *sent to what address?* _____

Do you accept COD's? No Yes Do you accept PO's? No Yes

What credit cards do you accept? _____

Would you like us to program an order form for you? No Yes

If yes, what information do we need to gather? _____

List fax or email the form should be sent: _____

Number of products / services you offer:

Are we providing FAQ Answers? No Yes
if 'Yes', how will we access the FAQ? _____

Up-selling / cross-selling? No Yes

Average call length? _____

Do you have a catalog? No Yes

Do your products have a warranty? No Yes
if 'Yes', describe: _____

Describe your return policy? _____

Products listed in database format? No Yes *format?* _____

Calls order taking only? Yes No *describe?* _____

Business type? New Venture Established Business Project Type? Long Term Short Term

How are you marketing? _____

Peak selling periods? _____

Operator training requirements? _____

Time after order when product is shipped? _____

Do you ship international orders? No Yes Is there expedited shipping? No Yes

Appointment Setting Information (if applicable)

Do you have an online appointment calendar? No Yes *what type?* _____

Can you provide us with a username / pass? No Yes *credentials?* _____

Time zone of appointments? Eastern Central Mountain Pacific

List the various appointment types:

Write your appointment scripting information including special instructions, FAQ, etc.:

Specific information for each type:



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SELECT FROM THE FOLLOWING PLANS*

*All of the per minute prices and plans within this agreement require enrollment in our automated invoice and payment processing program (autopay). Specialty Answering Service (SAS) requires a valid credit card or valid bank account information on file to process any invoices and call center charges you may incur. All calls are billed in six (6) second increments with thirty (30) seconds minimum per call.

ECONOMY: _____ (Initial Here)	100 MIN: _____ (Initial Here)	200 MIN: _____ (Initial Here)	500 MIN: _____ (Initial Here)
Charge is \$39.99 per month base rate plus \$1.09 per minute. Plan includes a toll free number (a \$5.95 per month value).	Charge is \$109.00 per month base rate for 100 minutes, then \$1.19 for each additional minute over 100.	Charge is \$199.00 per month base rate for 200 minutes, then \$1.09 for each additional minute over 200.	Charge is \$475.00 per month base rate for 500 minutes, then \$0.99 for each additional minute over 500.
1000 MIN: _____ (Initial Here)	2500 MIN: _____ (Initial Here)	5000 MIN: _____ (Initial Here)	10000 MIN: _____ (Initial Here)
Charge is \$890.00 per month base rate for 1000 minutes, then \$0.95 for each additional minute over 1000.	Charge is \$2125.00 per month base rate for 2500 minutes, then \$0.89 for each additional minute over 2500.	Charge is \$3999.00 per month base rate for 5000 minutes, then \$0.85 for each additional minute over 5000.	Charge is \$7499.00 per month base rate for 10000 minutes, then \$0.79 for each additional minute over 10000.

Account Setup Fee* \$ _____ *Initial Here:* _____

*This fee is an estimate of what setup would cost based on any information you may have already provided to SAS. If it is found that the actual cost of setup exceeds the estimate, you will be notified prior to being assessed the charge. The account setup fee is a one-time, non refundable charge. If you are submitting this form without discussing your setup fee with an SAS representative, we will notify you prior to being assessed the setup fee if it exceeds the minimum \$50 setup charge.

SELECT YOUR FORWARDING OPTION

- TOLL FREE** Forward your phones to a toll free number we provide (Additional \$5.95 per month charge).
- DIRECT** Forward directly to a designated number at our call center which we will provide. This option is best if you have an unlimited long distance calling plan on your phone line (FREE - no per month charge).

ADDITIONAL SERVICES

- OUTBOUND TELEMARKETING:** \$45/hr with a 15 hour minimum (B2B only, must meet DNC guidelines, complete payment required before campaign start)
- PROCESS PAYMENTS FOR CUSTOMER:** One time \$250 setup, \$50/pm for a secure webpage, \$25/pm first 50 transactions + \$.50 each additional
- PBX PHONE SYSTEM:** Price & sign up through verified partner - see specialtyanswering.com/partners for current prices.
- OUR APPOINTMENT SOFTWARE:** \$50/pm (includes 100 appointments) + \$20 each additional 100 appointments set
- RECORDED TELEPHONE CALLS:** \$0.25/pm for each minute used as messages are listened to.
- LIVE CHAT SOFTWARE:** Price & sign up through verified partner - see specialtyanswering.com/partners for current prices. Per minute charges apply thereafter.
- CLICK TO CALL:** Price & sign up through verified partner - see specialtyanswering.com/partners for details. SAS pm prices in addition to partner prices.
- AUTOMATED INTELLIGENT IVR:** \$.15/pm for each automated minute used.
- EMAIL MONITORING:** \$0.60 per each email received. Per minute charges apply thereafter.

SELECT YOUR INVOICE DELIVERY METHOD(S)*

*Your first invoice will be generated, charged, and emailed to you as paid. The invoice will include your setup fee, your base rate, a toll free forwarding number (if applicable) and any additional services as checked above. Your next charge will be on the 21st of this month and then once a month on the 21st of each month until service is terminated.

FAX: _____
 EMAIL: _____
 MAIL: _____

Number: _____
 Email: _____
 Address: _____

AUTHORIZATION

I hereby authorize Specialty Answering Service (SAS) to be my answering service and act as my agent for all telecommunications services related to receptionist services, customer service, sales, order entry, and other outsourced telecommunications services offered by SAS. I have read all SAS's terms and conditions and understand that any service relationship between SAS and my company is bound by these terms and conditions. I authorize SAS to verify the information I have provided including all credit and bank account information. Initiation and activation of my service requires approval by SAS.

COMPANY NAME _____ YOUR NAME _____

SIGNATURE _____ DATE _____



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COMPLETE ONE OF THE FOLLOWING:

CHECK AUTHORIZATION:

I _____, hereby authorize Specialty Answering Service (SAS) to charge the indicated bank account on a recurring basis for payment for services performed on my behalf. If service is cancelled, I authorize SAS to subsequently charge the following bank account for all services performed by SAS on my behalf. If I have any problems regarding my service or about SAS's billing practices, I will contact SAS first to attempt to resolve the problems and will not dispute any charges made by SAS to my bank unless I have already contacted SAS to rectify the issues. I agree that any credits offered on my account will not be credited back to my bank account but will be applied to my account and any forthcoming invoices. I agree to notify SAS of any changes to my bank account information, which may require another written authorization. I attest that I am the legal owner of this bank account and am authorized to enter into a recurring billing agreement with SAS. I agree that termination of this recurring invoice payment authorization must be in writing to SAS.

SIGNATURE _____ DATE _____



CREDIT CARD AUTHORIZATION:

Visa Mastercard American Express Discover

Credit Card No. _____ Expiration Date ____ / ____ CVV Code: _____

Credit Card Billing Information:

Name on Card: _____ Phone No. _____

Street: _____

City: _____ State: _____ Zip: _____

I _____, hereby authorize Specialty Answering Service (SAS) to charge the indicated credit card on a recurring basis for payment for services performed on my behalf. If service is cancelled, I authorize SAS to subsequently charge the credit card on file for all services performed by SAS on my behalf. If I have any problems regarding my service or about SAS's billing practices, I will contact SAS first to attempt to resolve the problems and will not dispute any charges made by SAS to my credit card issuer unless I have already contacted SAS to rectify the issues. I agree that any credits offered on my account will not be credited back to my credit card but will be applied to my account and any forthcoming invoices. I agree to notify SAS of any changes to my credit card information, which may require another written authorization. I attest that I am the legal owner of this credit card and am authorized to enter into a recurring billing agreement with SAS. I agree that termination of this recurring invoice payment authorization must be in writing to SAS.

SIGNATURE _____ DATE _____



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TERMS AND CONDITIONS:

SERVICES: Specialty Answering Service (herein referred to as SAS) is to provide inbound or outbound telephone answering service or call center services pursuant to my choices when my account was first setup and I agree to those services in accordance with the terms and conditions of this agreement. SAS agents will capture information and data as required in my script or protocol utilizing an e-mail, fax message ticket, entering my information online, or utilizing another means of electronic transmission within the capabilities of SAS. I understand that I must provide any telecommunications equipment or services that are used to deliver my messages to me including e-mail, pager, fax services, call forwarding services, cell phones, and any and all telecommunications devices or services outside of those provided by SAS. SAS agrees to make reasonable efforts to perform all services requested upon acceptance and approval of my account. SAS intends to provide service pursuant to this proposal. SAS cannot control failures in telephone, electric service, or other matters beyond its control and shall not be responsible to me for interruptions of service caused by matters beyond SAS's control. If I am expecting an increase in call volume, I agree to give SAS at least five (5) business days notice so SAS can appropriately staff my account. Initial staffing of my account shall be based on projections and program deposits.

IMPROPER USE OF SERVICE: I will not use SAS's service for any illegal, illegitimate or fraudulent purpose. If SAS believes I am using their service for such a purpose, SAS has the right to terminate my service without giving any prior notice to myself. I will also not sell their service or make it available to any parties without written approval from SAS. The service will only be used by me or my authorized agents. The service is owned by SAS including all copyrights and trademarks.

BILLING: For all per minute plans, auto payment by credit card or check by phone is required and a credit authorization limit is to be established. All plans have a minimum \$50.00 non-refundable set-up charge applied to up to one hour of customized training, programming, and scripting. Base rate is due in advance and overage minutes over are billed the following month. If the use of services depletes the base rate, SAS reserves the right to require that the base rate be restored. All calls are measured in six (6) second billing increments and calls have a minimum of thirty (30) seconds. Time of call is measured from connect to disconnect time as recorded by SAS's telephone carrier. Per minute charges include all inbound and outbound actions. Invoice terms are 20 days from date of invoice. Payments must be in possession of SAS on or before their due date. SAS reserves the right to require payment outside of a regular billing cycle. If bill is not paid within 15 days of the due date, a \$10.00 late fee is applied to the balance. A \$25.00 fee for returned check will be charged to cover bank fees. Accounts 30 days past due will be shut off for non-payment. Accounts that are shut off for non-payment are sent to a collection agency and a 25% charge is added to total due for their fees. To dispute any charges on my bill, I agree to send SAS written notice of the dispute within thirty (30) days of my statement date or the statement and the charges on the invoice will be deemed payable in full. I will provide detailed information of the dispute to the best of my abilities including all applicable bank and credit card transactions and I agree to cooperate with SAS during their investigation of the dispute. If SAS initiates legal proceedings to collect any amount owed to SAS and the courts or verdict rules in favor of SAS, I agree to pay a reasonable amount of SAS's attorney fees and subsequent associated court costs associated with any judicial proceedings or appeals. In accordance with this agreement, I waive all rights to a jury trial.

TERM: This agreement shall be on a month to month basis (One month minimum) and shall continue unless cancelled by either party upon thirty (30) days written notice. SAS agrees to provide telephone answering service and call center services up to 24 hours per day. I shall not use SAS's service for any illegal, illegitimate or fraudulent purpose and agree to adhere to the terms and conditions of this agreement. If SAS believes I am using their service for such a purpose, SAS has the right to terminate, suspend, or restrict my service immediately without prior notice for any violation of these terms or any activities which SAS deems fraudulent or illegitimate.

REGARDING ERRORS: I agree that, due to the nature of oral communications, SAS shall not be held responsible in any manner for accuracy in receiving and transmitting communications under this agreement. SAS makes no guarantee that it will be equipped to handle unexpected increases in call volume. SAS does not guarantee that its service is error free, information will be transmitted without delays, the security of information carried over any telecommunication medium, or that data will remain uncorrupted and otherwise intact. SAS will engage in all reasonable efforts to provide service to its customers. If any error occurs where I feel SAS was not providing appropriate services which resulted in error in message reception or transmission, it is my responsibility to inform SAS within thirty (30) days following such reception or transmission. Any credit for such errors in transmission or reception shall be at the discretion of SAS and any credit offered on my account will be applied to my account and any forthcoming invoices. Credit for SAS's actual charges shall be my sole remedy. If SAS assumes responsibility, it shall only assume responsibility for direct damages and not for any indirect damages (including loss of profits, loss of business, loss of revenue, loss of property) for any cause of action. Any liability SAS takes shall be limited to the amounts I paid SAS for their services during the time of the incident.

CONFIDENTIALITY: Each party agrees that it will not permit the duplication, use, or disclosure of any confidential information including reports and summaries of activities of the parties, person or entity unless written consent has been obtained from the other party. Confidential information shall not include information that is generally known by the public and any competitors of either party or is required to be publicly disclosed by law, regulation or other acts of governmental authority.

AUTHORIZATION: All services SAS provides to me are subject to the approval of SAS. I hereby authorize SAS to investigate my credit if they deem it applicable to the nature of my account. SAS reserves the right to request a letter of credit from my bank or financial institution and/or security deposits to ensure my account remains in good standing. I understand that my responsibility for payment to SAS for all charges and services rendered shall survive any termination of this agreement for whatever reason.

OTHER: This agreement shall be governed by and interpreted in accordance with the laws of the jurisdiction of the State of Pennsylvania, without regard to the principles of conflict of laws there under. In the event of legal action, I agree the location of the venue will be in any state of federal court which has jurisdiction over business dealings and actions performed in Montgomery County, Pennsylvania. The terms and conditions of this agreement may be amended or waived provided written consent is obtained from both parties, SAS and customer.