

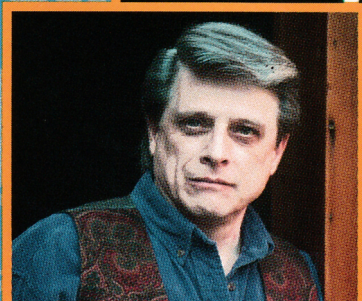
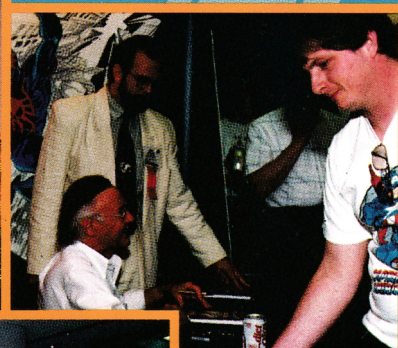
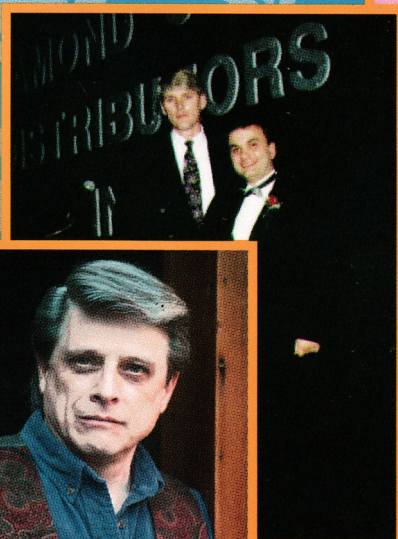
Diamond
Comic
Distributors,
Inc.

Atlanta

Annual Retailers Seminar



JUNE 5-8, 1993, MARRIOTT MARQUIS HOTEL, ATLANTA, GEORGIA



Seminar Benefit Sale

Thanks to the generosity of a number of suppliers, retailers visiting the Diamond booths will have a rare opportunity to contribute to three very worthy causes, while stocking up on a number of premium editions of some of the industry's most popular books.

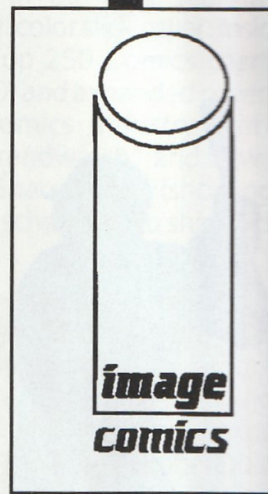
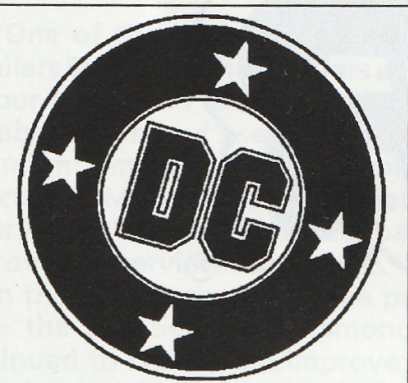
Diamond has asked a select group of suppliers to donate 100 premium books (gold foil editions, variants, etc.). Each will be on display at Diamond's booth, and retailers will be able to purchase them at special discounted prices. All proceeds from the sale will go to three organizations: The Comic Book Legal Defense Fund, AmFAR (The American Foundation for AIDS Research), and Literacy Volunteers of America. (Diamond customers will be billed for their purchases; non-Diamond accounts must pay by cash or check on-site.)

"We're very excited about this event," said Bill Schanes, Diamond's Vice-President of Purchasing. "The sale will enable retailers to pay, say, \$100 for a Platinum Edition worth \$300 on the market -- great bargains for a great cause."

Diamond wishes to express its gratitude to the following suppliers for donating items to the sale:

Continuity
Dark Horse
DC Comics
Defiant
Image
Malibu
Marvel
Topps
Valiant
Warrior Publications
Wizard

We would also like to extend our appreciation to **Showcase Sealer Enterprises** for providing the frames in which these items will be displayed at the Diamond Booth.



DIAMOND STAFF BIOGRAPHIES

Home Offices



STEVE GEPPI—is the founder, President, and CEO of Diamond Comic Distributors, Inc. Steve started selling comic books in 1974 from the proverbial “humble beginnings” of a basement store space which he rented for \$100 a month. Since then, Diamond has grown into the world’s largest distributor of American comics, graphic novels, and related merchandise, with 25 Distribution Centers across the United States and Canada, and one in the United Kingdom. “I’m proud of what the Diamond Seminar has helped retailers accomplish during its ten-year history,” Steve says, “and I can’t think of a better way to celebrate the Seminar’s tenth anniversary than to outdo ourselves again—which we will.”

From left to right: Vice President of Finance Larry Swanson, Vice President of Operations Cindy Sherwin, Vice President of Purchasing Bill Schanes, Executive Vice President and COO Chuck Parker.



CHARLES “CHUCK” PARKER—is the Executive Vice President and Chief Operating Officer of Diamond, responsible for its day-to-day operations and business affairs. He received his B.S. degree in Business Administration with a concentration in Accounting from Towson State University in 1980, and spent five years with the accounting firm of Katz, Abosch, Windesheim, Gershman, & Freedman, before joining Diamond in early 1985. Chuck, a CPA, is a member of AICPA and MACPA. Chuck works closely with Steve Geppi and the rest of Diamond’s management team in meeting the diverse challenges offered by the day-to-day management of a company the size of Diamond. “The dynamics of our industry have changed dramatically over the years,” Chuck says, “and I’m proud of the positive way in which we have handled these changes. We are preparing for continuing substantial industry growth and expanded retailer services—all of which make my job fun.”

WILLIAM “BILL” SCHANES—is Diamond’s Vice President of Purchasing and is responsible for overseeing the Catalog, Purchasing, and Order Processing departments. Bill’s career in comics began as President and Publisher of Pacific Comics from 1971 to 1984, a joint retail/distribution/publishing operation that was the first to publish Dave Stevens’s *Rocketeer*. During that period, Bill played a major role in establishing the concept of creator’s rights and royalties. Bill joined Diamond in 1985, briefly working in the Customer Service/Sales division before becoming involved in Diamond’s Purchasing/Order Processing Department. His years of experience in all facets of the comics industry have enabled him to see every situation not only from the distributor’s point of view, but from the retailers’ and publishers’ perspective as well. Bill enjoys working with our customers and vendors, saying, “After 22 years in the comic book industry, I’m amazed at the constant changes that are happening. What has not changed is our ultimate goal: delivering unequalled customer service to Diamond’s retailers.” In his free time, he enjoys listening to “’60’s hippie music” and playing basketball.

CINDY SHERWIN—is Diamond’s Vice President of Operations, overseeing Diamond’s entire distribution network. Cindy graduated from the University of Northern Colorado with a B.A. in Business Management. She entered the comic industry in 1985, first working for Mile High Comics, then for Bud Plant in Denver. In April of 1988, Cindy moved to San Francisco, California to manage Bud Plant’s (later Diamond’s) Hayward Warehouse operation. In 1989, Cindy moved to Baltimore to join Diamond’s Home Office management team, where she works to balance the needs of each Distribution Center, the Home Office support departments, and Diamond’s valued customers. Of Diamond and her duties, Cindy says, “A long time ago, Heraclitus said, ‘Nothing endures but change.’ We in Operations specialize in dealing with change.”

LARRY SWANSON—is the Vice President of Finance for Diamond. Larry graduated Magna Cum Laude with a B.A. in Accounting from Frostburg State University, and worked for the public accounting firm of Katz, Abosch, Windesheim, Gershman, & Freedman before joining Diamond in 1987. A member of AICPA and MACPA, Larry also provides financial input on Diamond’s company-wide policy and procedure decisions, and is ultimately responsible for ensuring Diamond’s successful financial performance. Larry’s expert management of Diamond’s finances clearly validates his belief that the “professionalism of the industry begins with sound business and accounting practices.”

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A Year of "More Services for Your Success"

"One of the best things about the Retailers Seminar is that it offers a forum for our customers to tell us what they like about Diamond's services, and how we might improve," said Diamond's Director of Marketing, Roger Fletcher. "Every year, we use their feedback to improve the services we deliver."

In the 12 months that have passed since the last Seminar, Diamond has continued to create and improve even more services for your success:



• Reordering Advances

As of summer 1992, all of Diamond's U.S. Distribution Centers went on-line with our computerized reorder system. This, combined with last year's automation of many functions within Diamond's Reorder Department, has made reordering product a more efficient and convenient process for our customers. Star assortments showcasing the best-selling titles are now available on-line. In May, Diamond introduced its most recent and dramatic reordering innovation: **Date Advance Reorder Confirmation**. Thanks to the cooperation of several major publishers, Diamond now publishes the print run dates for various titles on the monthly **Previews Order Form**. Now, when retailers place an advance reorder for a product before its published print run date, they can do so with more assurance that the advance will ship with their initial order.



Previously, Diamond had no firm policy as to how long a returnable item would have to remain on sale at the retail level before its return deadline. Now, any product meeting the criteria for authorized returns automatically becomes returnable after it has been on sale for four weeks, after which it is listed in the industry's "Authorized Returns" column for three weeks, until its final due date. (It still remains returnable for three weeks.)

This new policy enables Diamond to handle returns more consistently and efficiently, and allows retailers to free up their cash flow quickly by allowing them to return unsalable product more quickly.

• Previews on Disk Upgrades

Previews on Disk continued to improve and evolve throughout the year with a number of new features, including automatic cost and discount calculations; grand totals (by units ordered, cost after discount, and overall cost); cost breakdowns by category; highlighted item lines; options that allow printing by number of items ordered, or by cost; and numerous other changes and additions, large and small, to providing retailers with the best in "low-cost high-tech."


• Publication Upgrades

In 1993, *Previews* continued to add new, eye-catching features on the outside (like February's stunning "black-on-black" Superman cover, March's double-gatefold for *Comics' Greatest World*, and May's spectacular Batman cover) and on the inside, with full color "Gems of The Month," *Previews Comics* (featuring the exclusive *Aliens: Earth Angel* strip by John Byrne, and the forthcoming *The Good Guys* from Defiant's Jim Shooter), a letters page in the Consumer Edition, *Marvel Highlights*, and the DC Cover Gallery.

Additionally, retailers found a new way to promote *Previews* to their customers with the introduction of *Previews Bag Slicks*, complete with cover art from each month's

catalog and a space in which to imprint store information. Ordering from *Previews* also became easier when deadlines switched from the 20th of each month to the third Wednesday of every month. Plus, when *Previews Express* options were introduced, retailers could get their catalogs faster than ever before.

At the beginning of 1993, *Diamond Dialogue* rang in the new year in style, wrapped in a full color slick cover. Inside, the ever-essential Top 250 Comics chart grew into the Top 300, and expanded coverage of the thriving comics industry with new features like "Trendwatch" and new charts like the Market Share Review (showing what preorders were scheduled to ship and what really shipped).

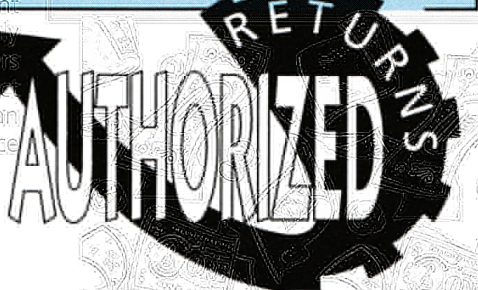


• The Star System—One Year Later

The industry's leading backlist service was barely four months old when Diamond developed guidelines which made best-selling graphic novels, trade paperbacks, and other items available in the Star System faster than before (4 to 6 weeks after the item originally ships, versus 8 to 12). Getting

those best-sellers became more of a sure thing for Diamond accounts around the world when the Star System's QuickShip Guarantee of next-day shipping expanded its boundaries, becoming a Global QuickShip Guarantee available to Diamond's international customers—then went one step further and became an even quicker (same day) quick ship guarantee.

The Star System continues to evolve with reduced volume discount plateaus; a number of brand-new Star assortments showcasing the best best-sellers available (some of which come complete with free display fixtures); and a versatile new Star System Spinner Rack (available at less than half the cost of comparable fixtures).



• Bigger Orders + Hotter Comics = Higher Discounts

As the industry has grown, so have retailers' orders. Diamond responded promptly by adding a new standard discount—57.5%—for those retailers whose orders totaled \$500,000 or more at retail.

Additionally, maximum discounts were adjusted on product from Caliber, Wizard, Valiant, and Image to reflect the growing popularity (and, consequently, sales) of their titles.

• New Authorized Returns Policies

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PREVIEWS— Your Monthly “Fortune” Teller



There's nothing mystical about how **PREVIEWS**—Diamond's monthly full-color catalog—can predict your store's fortune.

Bold graphics and detailed descriptions present a wealth of upcoming comics and collectibles in a convenient format that helps you find what you (and your customers) want. Your customers will love **PREVIEWS'** regular monthly features and premiums. They'll use it to read about and order what they're looking for, and gain exposure to products they normally *wouldn't* look for (and order some of those, too)!

Every order your customers place will help you predict what will be hot (or not), enabling you to sell more product with less risk! And when you're ready to order, the **PREVIEWS** Order Form lists all of these items in order of appearance (complete with vendor headings and items of special interest displayed in boldface type) to make ordering and budgeting easy!

It's comprehensive. It's colorful. It's convenient. It's collectible. It's the easiest and most profitable way to look ahead to the best that's yet to come!

It's **PREVIEWS**—just one of over 20 local, national, and global services Diamond offers its customers. To find out more about Diamond and its services, call 1-800-783-2981 (from outside the U.S., call (410) 560-7100), or write DCD, Inc., 1966 Greenspring Drive, Suite 300, Timonium, MD 21093.

DIAMOND.

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