



September 28, 2015

Dear Customer,

Big Idea Entertainment announces a **new pricing model** for its DVD catalog. Beginning **October 1, 2015**, all single-disc DVD titles will be priced at **\$9.99 SRP**, a reduction for many titles previously priced at \$12.99 SRP and \$14.99 SRP. See **Schedule A** on page 2 of this letter for a complete list of titles impacted by this change. **Schedule B** on page 3 of this letter outlines Big Idea Entertainment titles not impacted by this price change.

Please remember to update your point of sale (POS) system reflecting the change to these titles. For more information, please contact your Capitol Christian Distribution sales representative at 1 (800) 877-4443.

Thank you for your attention to this matter.

Best Regards,

A handwritten signature in black ink that reads "Greg Bays". The signature is written in a cursive style and is underlined with a horizontal line.

Greg Bays
Executive Vice President
Capitol Christian Distribution

Schedule A: Big Idea Entertainment titles changing to \$9.99 srp effective October 1, 2015.

| UPC | Artist | Description | Config. | Old SRP | New SRP |
|--------------|-------------|---|-------------|---------|---------|
| 820413126698 | VeggieTales | 3-2-1 Penguins! The Complete Season 1 | DVD | \$14.99 | \$9.99 |
| 820413113094 | VeggieTales | Abe and the Amazing Promise | DVD | \$14.99 | \$9.99 |
| 820413131999 | VeggieTales | And Now Its Time for Silly Songs with Larry: The Complete Collections | DVD | \$14.99 | \$9.99 |
| 820413102296 | VeggieTales | Ballad of Little Joe | DVD | \$14.99 | \$9.99 |
| 820413138998 | VeggieTales | Beauty and the Beet | DVD | \$14.99 | \$9.99 |
| 820413115791 | VeggieTales | Big River Rescue (Reissue) | DVD | \$14.99 | \$9.99 |
| 820413121495 | VeggieTales | Bob Lends a Helping Hand | DVD | \$14.99 | \$9.99 |
| 820413138899 | VeggieTales | Celery Night Fever: A Lesson in Forgiveness | DVD | \$14.99 | \$9.99 |
| 820413102999 | VeggieTales | Duke & the Great Pie War | DVD | \$14.99 | \$9.99 |
| 820413101497 | VeggieTales | Esther: The Girl Who Became Queen | DVD | \$14.99 | \$9.99 |
| 820413107895 | VeggieTales | Gideon Tuba Warrior | DVD | \$14.99 | \$9.99 |
| 820413118693 | VeggieTales | Happy Together | DVD | \$14.99 | \$9.99 |
| 820413113599 | VeggieTales | Heroes of the Bible, Vol 3 | DVD | \$14.99 | \$9.99 |
| 820413122997 | VeggieTales | If I Sang A Silly Song | DVD | \$14.99 | \$9.99 |
| 820413117597 | VeggieTales | It's A Meaningful Life | DVD | \$14.99 | \$9.99 |
| 820413121594 | VeggieTales | Larry Learns to Listen | DVD | \$12.99 | \$9.99 |
| 820413107598 | VeggieTales | Larryboy and the Bad Apple | DVD | \$14.99 | \$9.99 |
| 820413128890 | VeggieTales | Lettuce Love One Another | DVD | \$12.99 | \$9.99 |
| 820413120399 | VeggieTales | Little Drummer Boy, The | DVD | \$14.99 | \$9.99 |
| 820413128999 | VeggieTales | Little House that Stood, The | DVD | \$14.99 | \$9.99 |
| 820413126490 | VeggieTales | Little Ones Can Do Big Things Too! | DVD | \$14.99 | \$9.99 |
| 820413114695 | VeggieTales | Lord of the Beans (Reissue) | DVD | \$12.99 | \$9.99 |
| 820413101596 | VeggieTales | Lyle the Kindly Viking | DVD | \$14.99 | \$9.99 |
| 820413131791 | VeggieTales | MacLarry and the Stinky Cheese Battle | DVD | \$14.99 | \$9.99 |
| 820413132095 | VeggieTales | Merry Larry and the True Light of Christmas | DVD | \$14.99 | \$9.99 |
| 820413103293 | VeggieTales | Minnesota Cuke and the Search for Samson's Hairbrush | DVD | \$14.99 | \$9.99 |
| 820413108694 | VeggieTales | Moe and the Big Exit | DVD | \$14.99 | \$9.99 |
| 820413141295 | VeggieTales | Noah's Ark | DVD | \$14.99 | \$9.99 |
| 820413125790 | VeggieTales | Penniless Princess: God's Little Girl | DVD | \$14.99 | \$9.99 |
| 820413119690 | VeggieTales | Princess and the Pop Star | DVD | \$14.99 | \$9.99 |
| 820413123390 | VeggieTales | Robin Good | DVD | \$14.99 | \$9.99 |
| 820413129293 | VeggieTales | Robin Good/Pistachio Double Feature | DVD | \$12.99 | \$9.99 |
| 820413114596 | VeggieTales | Saint Nicholas: A Story of Joyful Giving | DVD | \$14.99 | \$9.99 |
| 820413107192 | VeggieTales | Sheerluck Holmes and the Golden Ruler | DVD | \$14.99 | \$9.99 |
| 820413102395 | VeggieTales | Snoodle's Tale, A | DVD | \$14.99 | \$9.99 |
| 820413102593 | VeggieTales | Sumo of the Opera | DVD | \$14.99 | \$9.99 |
| 820413117290 | VeggieTales | Sweetpea Beauty: A Girl After God's Own Heart | DVD | \$14.99 | \$9.99 |
| 820413137397 | VeggieTales | Veggies In Space: The Fennel Frontier | DVD | \$14.99 | \$9.99 |
| 820413119096 | VeggieTales | VeggieTales Live! Sing Yourself Silly | DVD | \$12.99 | \$9.99 |
| 820413114794 | VeggieTales | Wizard of Ha's (Reissue) | DVD | \$12.99 | \$9.99 |
| 820413123642 | VeggieTales | Big River Rescue | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413123741 | VeggieTales | Larryboy and the Bad Apple | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413123543 | VeggieTales | Minnesota Cuke and Noah's Umbrella | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413123949 | VeggieTales | Moe and the Big Exit | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413123444 | VeggieTales | Pistachio | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413123840 | VeggieTales | Wizard of Ha's | Blu-Ray DVD | \$16.99 | \$9.99 |
| 820413506520 | Various | Greatest Hits | CD | \$13.99 | \$9.99 |
| 820413505523 | VeggieTales | Very Veggie Easter, A | CD | \$10.99 | \$9.99 |
| 820413505424 | VeggieTales | Worship Songs | CD | \$10.99 | \$9.99 |

Schedule B: Big Idea Entertainment titles with NO CHANGE to the current SRP.

| UPC | Artist | Description | Config. | SRP |
|--------------|-------------|--|---------|---------|
| 820413126599 | VeggieTales | Ultimate Christmas Collection, The | DVD | \$19.99 |
| 820413129392 | VeggieTales | Very Veggie Eater Collection, A | DVD | \$19.99 |
| 037117039906 | VeggieTales | All The Shows, Vol 2 (Revised) | DVD | \$29.99 |
| 037117039913 | VeggieTales | All The Shows, Vol 3 (Revised) | DVD | \$29.99 |
| 820413138790 | VeggieTales | All The Shows Vol 3 (Original Version) | DVD | \$59.99 |
| 820413113490 | VeggieTales | An Easter Carol | DVD | \$9.99 |
| 820413140892 | VeggieTales | Christmas DF It's A Meaningful Life + Christmas Sing A Long Song | DVD | \$9.99 |
| 820413140793 | VeggieTales | Christmas DF Little Drummer Boy + Star of Christmas | DVD | \$9.99 |
| 820413140694 | VeggieTales | Christmas DF St. Nick + Toy That Saved Christmas | DVD | \$9.99 |
| 820413401191 | VeggieTales | Johnah: A VeggieTales Movie | DVD | \$9.99 |
| 820413143091 | VeggieTales | League of Incredible Vegetables | DVD | \$9.99 |
| 820413142094 | VeggieTales | Minnesota Cuke and the Search for Noah's UMBERLLA (Revised) | DVD | \$9.99 |
| 820413142193 | VeggieTales | Pistachio (revised art) | DVD | \$9.99 |
| 820413100094 | VeggieTales | Star of Christmas, The | DVD | \$9.99 |
| 820413118990 | VeggieTales | TwAs the Night Before Easter | DVD | \$9.99 |
| 820413115821 | VeggieTales | 150 All-Time Favorite Songs | CD | \$17.99 |
| 820413116125 | VeggieTales | 25 Favorite Bible Songs | CD | \$6.99 |
| 820413114824 | VeggieTales | 25 Favorite Christmas Songs | CD | \$6.99 |
| 820413114923 | VeggieTales | 25 Favorite Lullaby Songs | CD | \$6.99 |
| 820413115623 | VeggieTales | 25 Favorite Silly Songs | CD | \$6.99 |
| 820413507527 | VeggieTales | 25 Favorite Sunday School Songs | CD | \$6.99 |
| 820413115128 | VeggieTales | 25 Favorite Toddler Songs | CD | \$6.99 |
| 820413116026 | VeggieTales | 25 Favorite Travel Time Songs | CD | \$6.99 |
| 820413115029 | VeggieTales | 25 Favorite Veggie Action Songs | CD | \$6.99 |
| 820413507428 | VeggieTales | 25 Favorite Very Veggie Tunes | CD | \$6.99 |
| 820413116224 | VeggieTales | All the Songs CD Vol. 1 | CD | \$9.99 |
| 820413507022 | VeggieTales | Here I Am To Worship | CD | \$9.99 |
| 820413115425 | VeggieTales | Hosanna! Today's Top Worship Songs For Kids | CD | \$9.99 |
| 820413115227 | VeggieTales | Sweetpea's Songs For Girls | CD | \$9.99 |