



BLUE BOOK SERVICES
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INTRODUCTION:

The Blue Book Services' Registered Developer Program is designed to support software, web, and mobile device application developers who are interested in integrating select Blue Book data or content as an important element of their offering. Through this program, eligible developers will have access to the documentation, utilities, and technical support needed to help design, develop, and market applications which integrate Blue Book data and content.

EXCLUSIVE ACCESS TO VALUABLE RESOURCES AND TOOLS:

In the wholesale fresh fruit & vegetable industry, Blue Book Services is the leading credit and marketing information authority. In fact, Blue Book Services has been the trusted source of reliable information, reports, and ratings since 1901.

Only Registered Developers have access to what is needed to start developing applications which include copyright protected content used by Blue Book Members worldwide to make safe and profitable business decisions.

EXAMPLES OF REGISTERED DEVELOPER PROGRAM PARTICIPANTS:

The most successful Registered Developers are those that strategically integrate the right Blue Book content into the workflow that their application or utility serves.

Example # 1: An e-commerce platform integrated the current Blue Book rating into the screen displaying other transaction parameters thereby saving the seller or the buyer time when making an informed decision.

Example # 2: An accounting software provider integrated the current Blue Book rating into the screen displaying a connection's account receivables history which makes it easier for a credit professional to analyze the industry's experiences in comparison to his/her own firm's.

HOW DOES BLUE BOOK SERVICES PROVIDE REGISTERED DEVELOPERS WITH THE SELECT DATA OR CONTENT?

Registered Developers utilize Blue Book Web Services to integrate the specified Blue Book Services' content or data into their application. Detailed technical definitions of Blue Book Web Services are posted here: <http://www.bluebookprco.com/BBwebservicestest/>

WHAT DOES THE REGISTERED DEVELOPER KIT INCLUDE?

Upon acceptance, Blue Book Services will provide Registered Developers with technical and content/data specifications; and the necessary license keys, first for testing/auditing and second for production. Introductory webinars, technical support, and training are also available as necessary.

ADDITIONAL BENEFITS OF THE REGISTERED DEVELOPER PROGRAM:

Blue Book's Registered Developer program is designed to help technology companies design, develop, and deliver software, web, and mobile applications in less time and at a lower cost. Most importantly, the integration of trusted Blue Book content and/or data substantially increases the benefit and value of the Registered Developer's technology or service.

Additional go-to-market assistance includes:

- A link from the Registered Developer page of our website to the developer's site.
- Discounts on the following advertising options: Blue Book Online Services; Blueprints; Reference Guide.
- Jointly authored/distributed press-release(s).

ELIGIBILITY REQUIREMENTS AND FEES:

Registered Developers must be a Blue Book Member in good standing (Series 300 or higher).

Companies interested in the Blue Book Registered Developer Program can apply following the guidelines outlined in the next section.

A one-time, non-refundable \$ 250 fee is required at the time of application (also see next section). Additional licensing fees and terms are based on the type of Blue Book data being licensed.

Details on the applicable fees, terms and conditions are discussed in advance of the application process.

Finally, all Registered Developers must agree to and comply with the terms and conditions of the Blue Book's Registered Developer Agreement.

HOW DOES ONE APPLY TO BECOME A REGISTERED DEVELOPER?

To request an application, e-mail: jbartelson@bluebookprco.com or merickson@bluebookprco.com .

To expedite consideration of the initial application, completed forms should be accompanied by a clear, concise summary description of:

- the technology offering or service and its function;
- how people use and benefit from the technology offering or service;
- how Blue Book data may integrate with the technology offering or service.

Once the application is received, our team will work as quickly as possible with yours to determine if our respective technical, business, and legal specifications can be achieved under the Registered Developers' program. Timeline and work plan compatibility is mutually assessed also. Ultimately, final acceptance into the program is achieved only after the initiation fee and signed Registered Developers' Agreement is received and acknowledged.

FOR MORE INFO:

Thank-you for considering participation in Blue Book Services' Registered Developer Program. If you have additional questions, please contact Jim Bartelson (jbartelson@bluebookprco.com) or Mark Erickson (merickson@bluebookprco.com).

Visit the http://www.bluebookprco.com/registered_developers.aspx page for a complete list of the current participants in the Blue Book Registered Developer Program.
