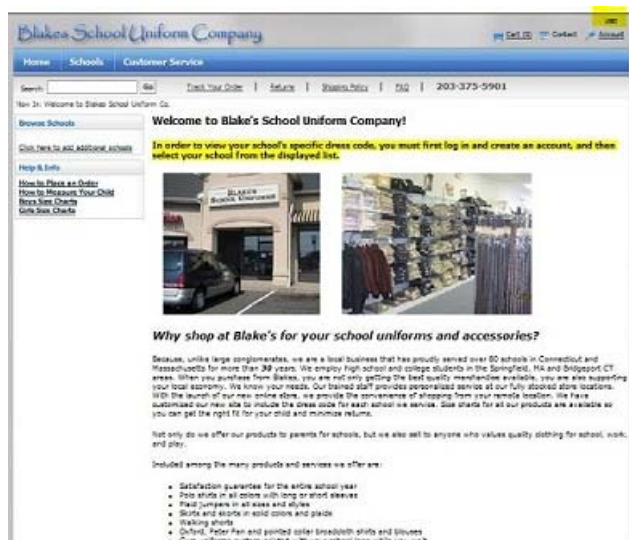


## PLACING AN ORDER AT BLAKES SCHOOL UNIFORM COMPANY

Placing an order at Blakes School Uniform Company may be done via phone by calling Customer Service at 203-375-5901 during our normal business hours or via our website. Our website, blakesschooluniform.com, is secure, easy, and allows you to shop from your home, office, or wherever you can connect to the internet. To shop on the website, follow the detailed instructions below and remember to call Customer Service at 203-375-5901 during our normal business hours with any questions you may have. Thank you for shopping at Blakes School Uniform Company!

### Account Setup

To place an order or inquire about your school's dress code, you must first click "Login" in the upper right-hand section of the screen.



If you haven't done so already, you must become a member. This is accomplished by clicking the "NEW MEMBERS SIGN UP HERE" text on the Login page. If you are a member, go to the "Order Placement" section of this manual.

Next, fill in the required billing and shipping information. After entering billing and shipping information, click "Create Account".

A screenshot of the "Shipping Information" form on the website. It features a "Same as billing info:" checkbox. The form contains several input fields: First Name (Jane), Last Name (Doe), Phone (800-555-1212), Company, Address Type (Residential), Address1 (123 Main St), Address2, Suite, City or APO/APO: (Westbrook), Country (United States), State/Province (Connecticut), and Zip (06498). A yellow "Create Account" button is located at the bottom of the form.

Next, you will be given the opportunity to select your school(s) or select “A Guest” if you are not affiliated with a school.

Phone: 203-555-1212

\*OK To Email: Yes  No   
(Can we contact you with product updates/information, etc.)

**Your Schools**

Manage the Schools which you wish to view and purchase items from.

Available Schools:	Your Schools:
St. Joseph High School (Trumbull, CT)	No Schools Currently Selected
St. Joseph School (Shelton, CT)	
St. Jude School (Monroe, CT)	
St. Lawrence School (Shelton, CT)	
St. Mark School (Stratford, CT)	
St. Martha School (Enfield, CT)	
St. Mary School (Longmeadow, MA)	
St. Mary School (Milford, CT)	
St. Mary School (Waterbury, CT)	
St. Peter School (Bridgeport, CT)	
St. Peter-St. Francis School (Torrington, CT)	
St. Raphael School (Bridgeport, CT)	
St. Stanislaus (Chicopee, MA)	
St. Theresa School (Trumbull, CT)	
St. Thomas School (West Springfield, MA)	
The Unquowa School (Fairfield, CT)	
Your School (Anytown, USA)	

Once you make your selection(s), click the “Update Account” button just below the list of schools.

Your selection(s) will be listed under “Browse Schools” in the upper left-hand side of the screen.



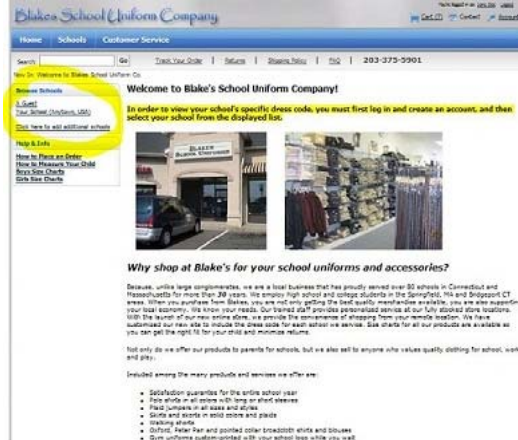
Note: although we have defaulted to “No” the answer to the “OK to email?” question, Blakes School Uniform Company encourages you to click “Yes”. We’ll use your email to send you coupons, announce specials, and provide updates to our store hours. We never sell or distribute your information to any other party.

## Order Placement

For our customers affiliated with schools, we have obtained the dress code from your school administrators and have used it to customize our site for your school. For customers not affiliated with a school, we have popular selections for boys and girls listed under “A Guest” school. Customers may place an order by following the steps below:

1. On BlakesSchoolUniform.com homepage, click “Login” in the upper right hand corner.
2. Login with your account email address and password.

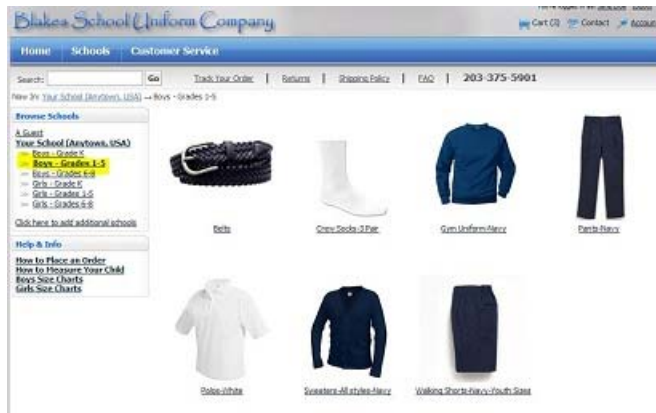
- In the upper left hand corner, you'll see the schools and/or "A Guest" associated with your email address.



- Select your school or "A Guest" and categories are displayed.



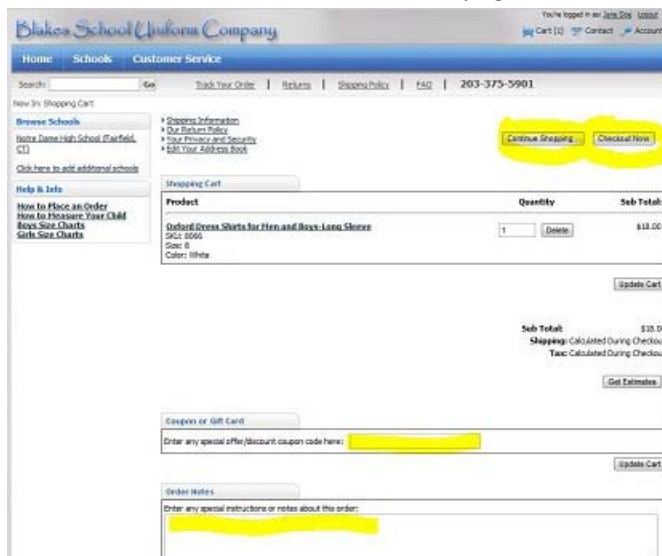
- Select the grade and/or gender category that applies. A list of items is displayed.



- Select the item you want to order and a product page is displayed.



- Choose the appropriate selections such as size, color, style, and quantity.
- Add the item to your cart.
- Click either "Continue Shopping" or "Checkout Now". You may enter Coupon/Gift Card code and/or Order Notes on the bottom of the Cart page.

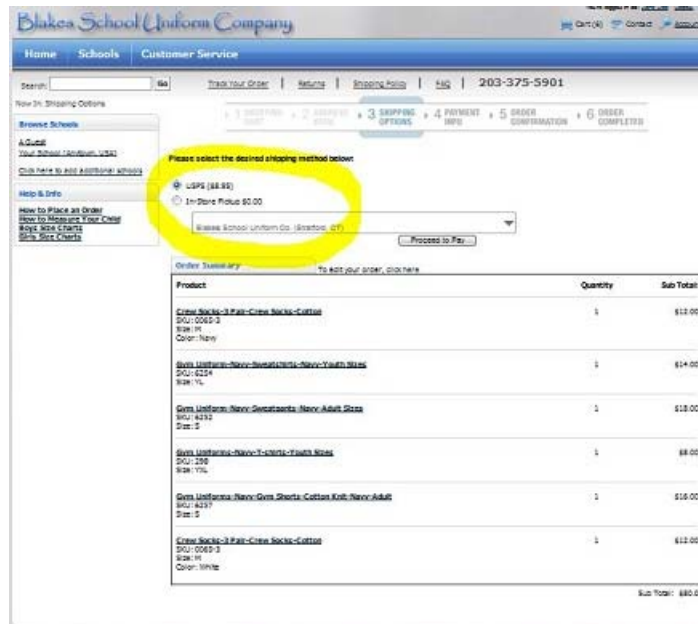


- The "Continue Shopping" selection returns you to grade/gender category you were in.

- To order products for a different grade/gender, select your school name at the top of the window and all grade/gender categories are displayed.



- Repeat steps 5-8 for the next product you want to order.
- Before clicking the "Checkout Now" button, enter any Coupon/Gift Card information and/or Order Notes you may have then click the "Update Cart" button then the "Checkout Now" button.
- Unless we provided you with a special code for free shipping, choose our shipper, the USPS (United States Postal Service), or if you are in close proximity to one of our retail stores, you may prefer to save postage and pick up your order from the store near you.



- Click "Proceed to Pay" if you are using USPS or picking your order from one of our stores, or click "Continue with free shipping" if you are using a shipping coupon code then click "Proceed to Pay".

16. Enter your credit card information.

The screenshot shows the checkout process on the Blakes School Uniform Company website. A yellow circle highlights the "Please Enter Your Credit Card Information Below" form. The form includes fields for Name On Card, Card Number, Card Expiration Date, Card Type (USA), and Expiration Date. A "Continue Checkout" button is visible below the form. Below the form is an order summary table with columns for Product, Quantity, and Sub Total.

Product	Quantity	Sub Total
Crew Socks-3 Pair-Crew Socks-Cotton SKU: 0993-2 Size: M Color: Navy	1	\$12.00
Gym Uniforms-Navy-Sweatshirts-Navy-Youth Sizes SKU: 4254 Size: T	1	\$14.00
Gym Uniforms-Navy-Sweatpants-Navy-Adult Sizes SKU: 4252 Size: P	1	\$18.00
Gym Uniforms-Navy-Sweatshirts-Navy-Youth Sizes SKU: 4254 Size: T	1	\$8.00
Gym Uniforms-Navy-Sweatshirts-Navy-Youth Sizes SKU: 4254 Size: T	1	\$14.00
Crew Socks-3 Pair-Crew Socks-Cotton SKU: 0993-2 Size: M	1	\$12.00

Sub Total: \$88.00  
Shipping: \$8.99  
Tax: \$3.98  
Total: \$100.97

17. Select "Continue Checkout". Your order summary and billing and shipping information is displayed for your review.

18. Select "Place Order".

The screenshot shows the checkout process on the Blakes School Uniform Company website. The "Place Order" button is highlighted in yellow. Below the button, the billing and shipping addresses are displayed. The payment method is listed as Credit Card. Below the payment method is an order summary table with columns for Product, Quantity, and Sub Total.

**Billing Address:**  
Jane Doe  
123 Main St  
Westbrook, CT 06480  
United States  
800-555-1212

**Shipping Address:**  
Jane Doe  
123 Main St  
Westbrook, CT 06480  
United States  
800-555-1212

**Payment Method:**  
Credit Card  
Name On Card: Jane Doe  
Card Type: VISA  
Card Number: \*\*\*\*4562  
Card Expiration: 05/2015

Product	Quantity	Sub Total
Crew Socks-3 Pair-Crew Socks-Cotton SKU: 0993-2 Size: M Color: Navy	1	\$12.00
Gym Uniforms-Navy-Sweatshirts-Navy-Youth Sizes SKU: 4254 Size: T	1	\$14.00
Gym Uniforms-Navy-Sweatpants-Navy-Adult Sizes SKU: 4252 Size: P	1	\$18.00

19. Your order confirmation information is displayed. If desired, print your confirmation. You will receive an email order confirmation at the email address specified in your account.

Thank you for shopping with us. We look forward to welcoming you back to BlakesSchoolUniform.com.