

Exhibit E

LIST OF START-UP MATERIALS PACKAGE



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1. "Movers Who Care®" Franchise Management Software" CD: Diskette containing templates for Letterhead, Confirmation Letters, Memo and Fax Page
2. TRUCK ITEMS:
 - 2 Truck Fire Extinguishers
 - 2 Sets of Wheel Chocks
 - 2 Sets of Triangles/Storage Boxes
 - 2 Sets of truck Signage
 - **TWO MEN AND A TRUCK®** truck Lettering
 - "How's My Driving?" signage
 - **TWO MEN AND A TRUCK®** Internet # (3 sets per truck)
 - 2 Sets Black **TWO MEN AND A TRUCK®** Mud flaps
 - 2 **TWO MEN AND A TRUCK®** Plates
3. DOCUMENTATION:
 - 500 Business cards
 - 500 Computer Move Sheets • 3, 4 or 5-parts • sequentially numbered
 - 100 Envelopes
 - 250 Damage Reports • 2 part
 - Camera-ready slicks for reproducing above forms
 - 25 Estimate Folders
 - Safe Driver Program Poster
 - 1 **TWO MEN AND A TRUCK®** Core Values Poster
 - 10 **TWO MEN AND A TRUCK®** Core Values Cards
 - 5 Mission Statements
 - 2 Laminated "Do's and Don'ts" for handling damages
 - 1 Laminated Load and Unload Procedure
 - 2 Laminated "Mystery Shopper Tips"
 - 1 Quik Tip Book
 - 1 Trade Show Banner
 - Federal and State Labor Law Posters
 - Copy of First Gear
 - 4 Accident Policy Wallet Cards
 - 2 Laminated Accident Policy Statements
4. MOVER/DRIVER ITEMS:
 - **\$350** credit toward uniforms ordered through **PRO SHOP**
 - 10 Medical Cards

- 10 Physical Exam Forms
- 1 Deluxe Driver File

5. VIDEOS

- 3 Packing Tips
- 1 Moving Pianos
- How to Pack a Truck
- Protecting your Back
- Violence in the Workplace
- Orientation Video/CD

6. BOOKS

- 10 Mover Handbooks
- 4 Driver's Federal Trucking Regulation Books
- 2 Customer Service Representative Handbooks
- 1 Manager Federal Trucking Regulation Book
- 1 Pre-Opening Manual
- 1 Marketing Manual
- 1 Frontline Manual
- 1 Managing Personnel Manual
- 1 Administration Manual
- 1 All About Trucks & Equipment Manual
- 1 Forms Manual
- 1 Grass Roots Marketing Manual

7. PROMOTIONAL ITEMS FROM THE **PRO SHOP**

- 50 Pens
- 50 Refrigerator Magnets
- 36 Coffee Mugs
- **PRO SHOP** Catalog

8. MEMBERSHIPS, SUBSCRIPTIONS, MEETINGS and HOME OFFICE VISIT ITEMS

- 1-Year Paid Membership in Franchisee's Local Chamber of Commerce
- 1-Year Paid Membership to Claims, Prevention and Procedure Council (CPPC)
- 1 Year Paid Membership to the International Franchise Association
- **\$500** credit toward costs for attending the **TWO MEN AND A TRUCK®** Annual Meeting (Valid only for first year of business)
- **\$200** credit toward costs for attending the **TWO MEN AND A TRUCK®** CSR/Mover/Manager Meeting (Valid only for first year of business)
- A member of the Board of Directors will attend the franchise Grand Opening

- A member of the IS Department will visit your location to assist with networking and computer training

9. ADVERTISING AND MARKETING MATERIALS

- **\$350** credit toward Print and Advertising
- 50 Truck Bucks
- Franchisee Internet Home Page
- TV Spots - VHS Tape
- Radio Spots – CD
- 100 General Brochure (4 Color)
- 100 Travelin' Truckie Coloring Books