

**From:** Krawiec, Peter  
**Sent:** Tuesday, September 21, 2010 6:31 PM  
**To:** Wilke, Jeff; Herrington, Doug; Blackburn, Jeff  
**Subject:** Re: 30% cash back (no fees, no subs)

If you have not looked at management's forecast you should when you get a few mins- they expect to lose lots of money over the next few yrs- this will make it worse. They also expect a lot of their growth to come from soap.com which is unproven and less growth from diapers. In the end soap.com is projected to be bigger than diapers.com.

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**From:** Wilke, Jeff  
**To:** Herrington, Doug; Krawiec, Peter; Blackburn, Jeff  
**Sent:** Tue Sep 21 18:26:42 2010  
**Subject:** RE: 30% cash back (no fees, no subs)

Interesting. Problem is that you don't get Amazon Prime. We need to emphasize it heavily in our marketing.

JAW

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**From:** Herrington, Doug  
**Sent:** Tuesday, September 21, 2010 6:24 PM  
**To:** Wilke, Jeff; Krawiec, Peter; Blackburn, Jeff  
**Subject:** FW: 30% cash back (no fees, no subs)

Fyi, looks like Diapers.com put up a response to our Amazon Mom offer.

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**From:** Herrington, Doug  
**Sent:** Tuesday, September 21, 2010 6:22 PM  
**To:** Landry, Stephenie; Wales, Chance; Nenke, David; French, Eric  
**Subject:** 30% cash back (no fees, no subs)

Looks like their response to Amazon Mom:

(screen shot below)

30% cash back on all diapers through end of year with every order of \$75 or more. We "heart" parents. No fees, no subscriptions, free overnight shipping.

