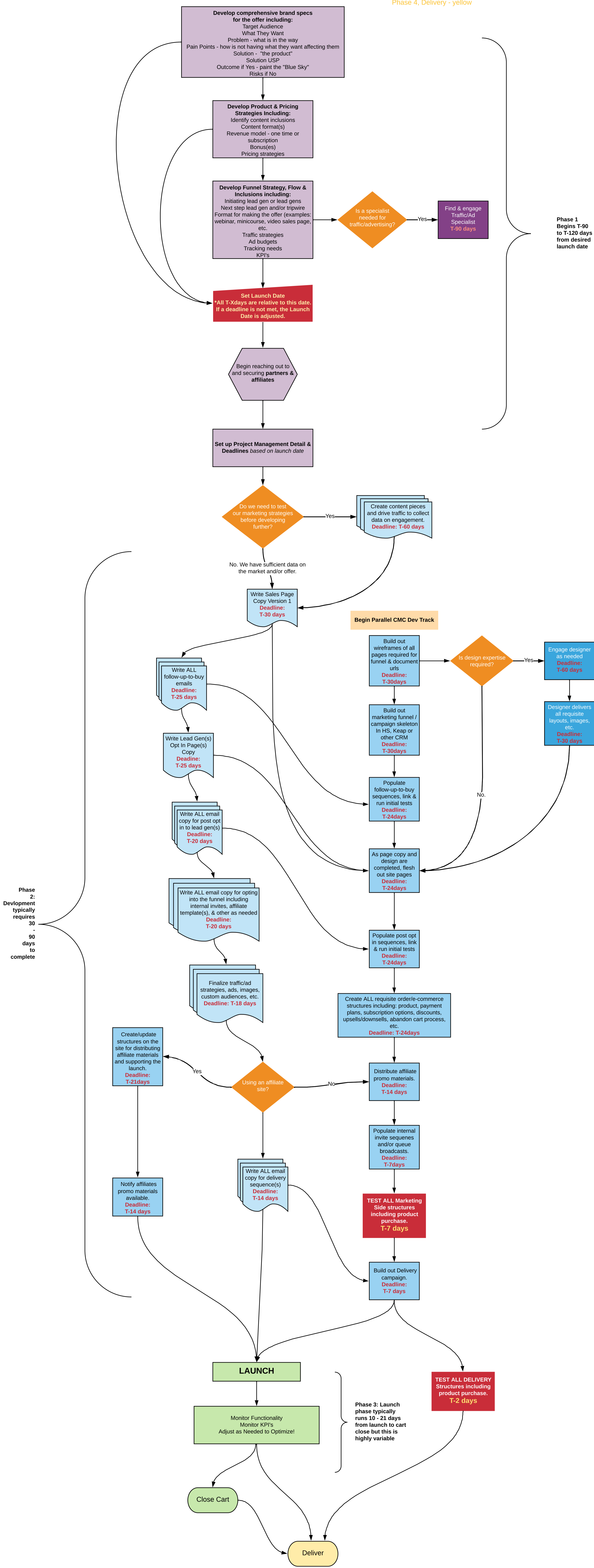


Launch Phases, Inclusions, Connections and Timing

Phase Key
 Phase 1, Strategy & Planning - purple
 Phase 2, Development & Testing - blue
 Phase 3, Launch - green
 Phase 4, Delivery - yellow



Phase 1 Begins T-90 to T-120 days from desired launch date

Phase 2: Development typically requires 30 - 90 days to complete

Phase 3: Launch phase typically runs 10 - 21 days from launch to cart close but this is highly variable