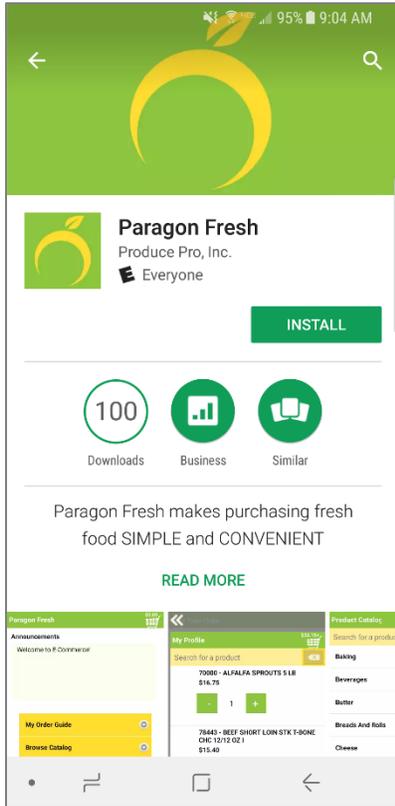
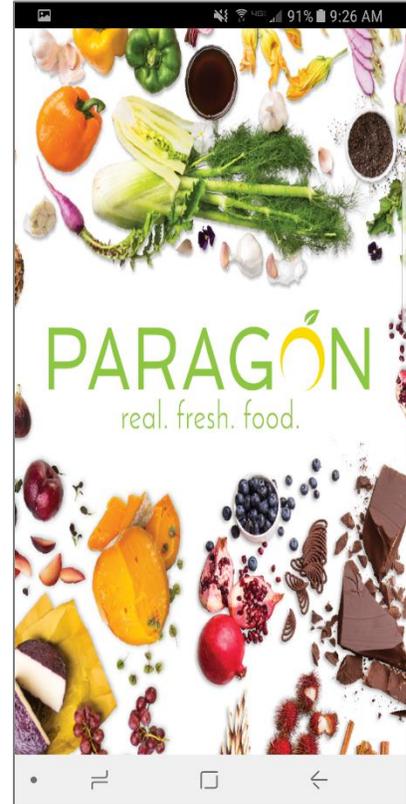


PARAGON real. fresh. food. Online Ordering App - The Basics



Finding and Downloading the Application

Our online ordering application is available to both iPhone and Android users. To install the application, go to your respective app store and search for the key terms 'Paragon Fresh'. The application icon that should show up in your search results will resemble the icon in the screenshot to the left of this paragraph.

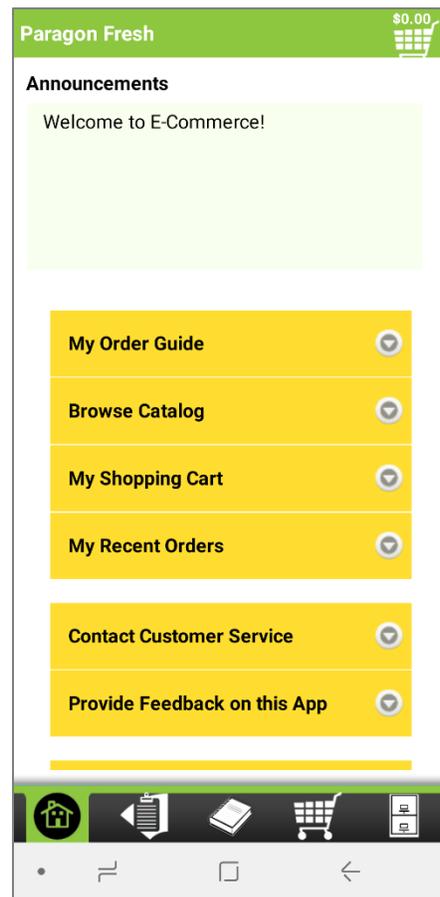


Verifying your Account and Signing In

Once you have finished installing the application, open the app to begin the sign-in process. Upon first attempt of opening the app, you should see a screen prompting you to input your Account ID and Password. The Account ID is your account number we have on file for your business or location and your password will be your online ordering password. These should be the exact same credentials you would use to login to the online ordering section of our website. If you ever forget your password, you can simply give us a call to have it changed or you can hit the 'Send My Password' button to have your password sent to the email address we have on file for the account. You can hit the 'Save' button to save this set of credentials so that you do not need to input them every time you open the app.

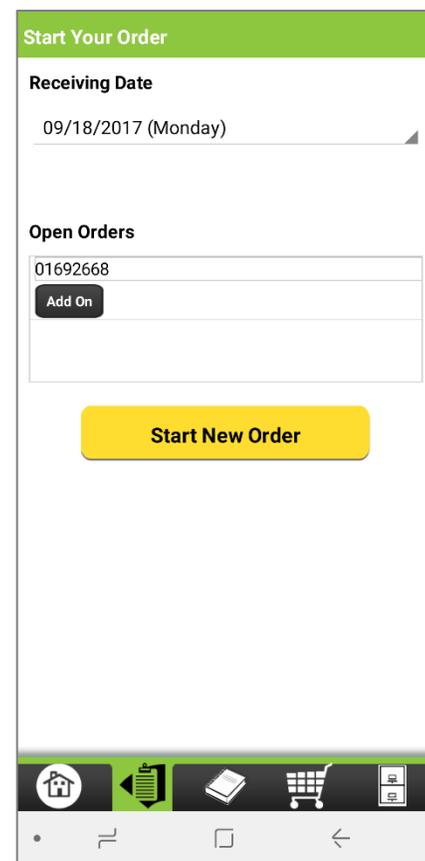
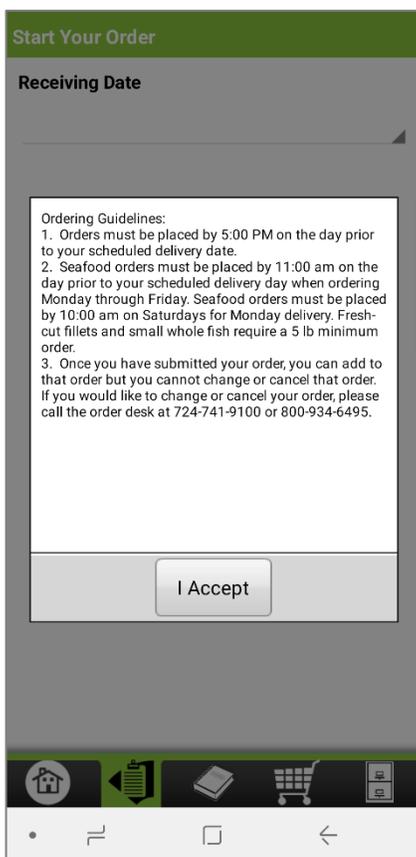
The Announcements Screen

Once you have logged in, you will be presented with the Announcements screen. The most important thing to note about this screen is that you can navigate to virtually any other section of the application from here. Notable features include: the ability to change your login credentials, the ability to start a new order, the ability to view recent orders, and the ability to browse our product catalog. You can get back to the Announcements screen at any point in time by tapping on the home icon at the bottom of your screen. If you do not want to navigate back to the Announcements screen every time you wish to move between pages in the application, let us introduce you to the menu of icons along the bottom of your screen. The home icon takes you back to the Announcements screen. The clipboard icon allows you to start new orders by taking you to your Order Guide. The book icon shows you our full product catalog – organized by various product categories. The shopping cart icon shows you which products you will be purchasing upon checkout. The filing cabinet icon shows you all of your recent orders.



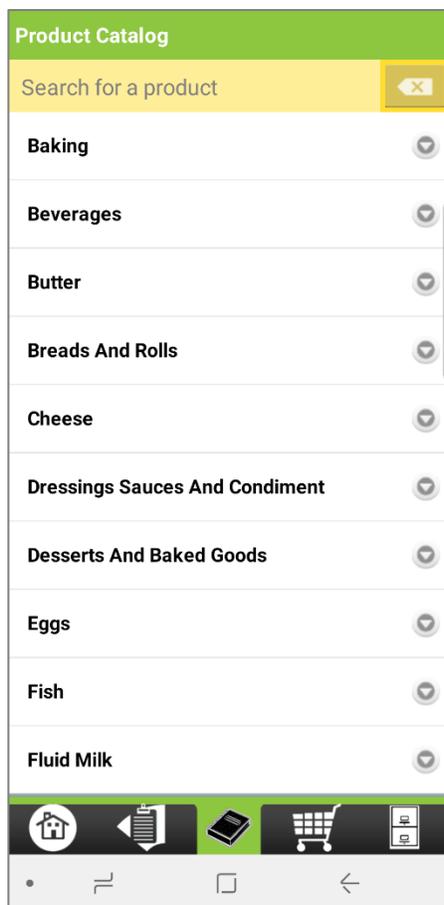
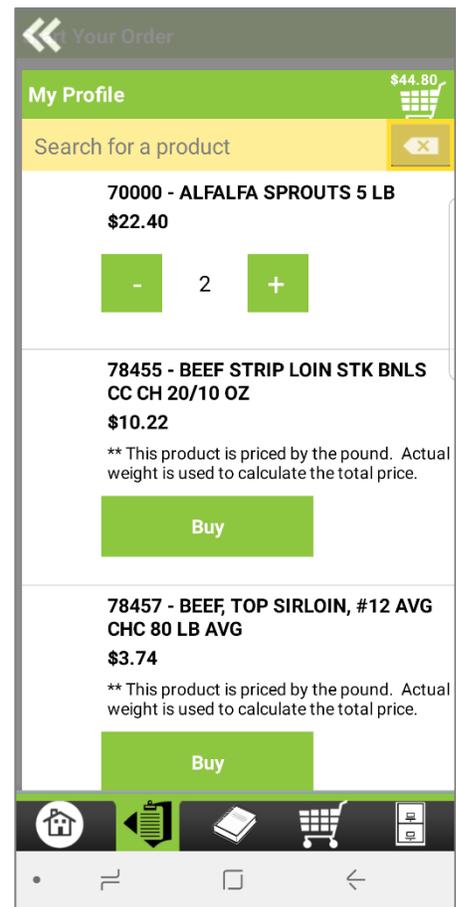
Starting an Order

To begin placing an order, you can either tap on the 'My Order Guide' button or you can tap on the clipboard icon along the bottom of your screen. You will see a message regarding our Ordering Guidelines. In order for us to provide the best quality of service we can to our customers, please make sure that your order obeys the requirements presented to you. Hit the 'I Accept' button to get to the next page. You should now see a page with a drop-down list of available receiving dates and either a 'Submit' button or a 'Start New Order' button – depending on if you already have other orders in our system. It is important to note that the receive date of an order can be changed by selecting a different date from the drop-down list. You can begin an order by selecting a receive date and tapping the 'Submit' or 'Start New Order' button.



Ordering Products from your Order Guide

Once you have submitted the date you would like to receive your order, you will be presented with your Order Guide screen. Here you can use the search bar to look for any products that reside in your Order Guide profile. To add a product to your cart, simply tap on the 'Buy' button for that product. After tapping the 'Buy' button, you can increase or decrease the quantity you would like to purchase by hitting the (+) and (-) buttons.

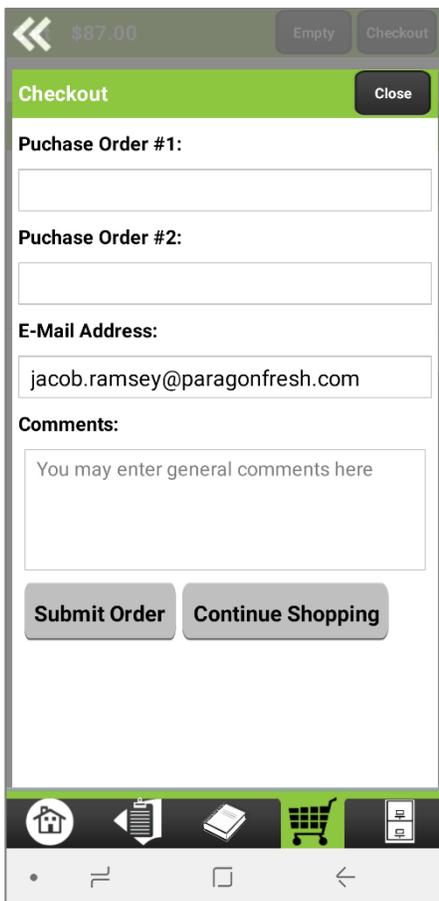
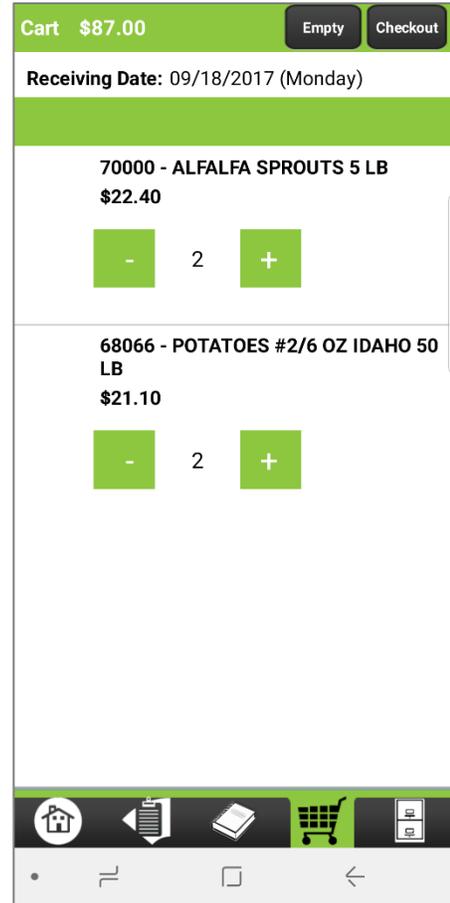


Ordering Products from the Product Catalog

If there is a particular product that you would like to add to your order but it cannot be found in your Order Guide, you can look for the product in our full Product Catalog. You can navigate to the Product Catalog page by tapping on the book icon along the bottom of your screen. Once you are in the Product Catalog, you can find a product of interest in one of two ways. You can look for it by using the search box or by expanding any of the various categories listed on that page. To purchase a product in the Product Catalog, you simply tap on the 'Buy' button corresponding to that product. Just like in your Order Guide, you can increase or decrease the quantity you would like to purchase by hitting the (+) and (-) buttons.

Reviewing Your Shopping Cart

After you have added all the products you need to your shopping cart, you should review it before completing your purchase. You can review your shopping cart in two ways, you can either tap on the shopping cart icon along the bottom of your screen, or you can tap on the shopping cart icon in the top right corner of your Order Guide screen or when you are in an expanded product category view in the Product Catalog. You will notice that when viewing your shopping cart, you can increase or decrease the quantities of the items you have selected. Your shopping cart screen will also allow you to empty your cart completely by tapping on the 'Empty' button or you can begin finalizing your order using the 'Checkout' button in the top right corner of the page.

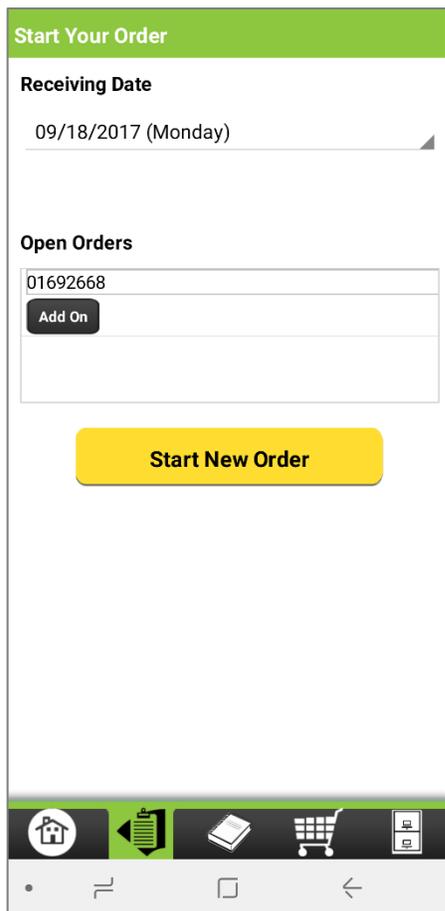
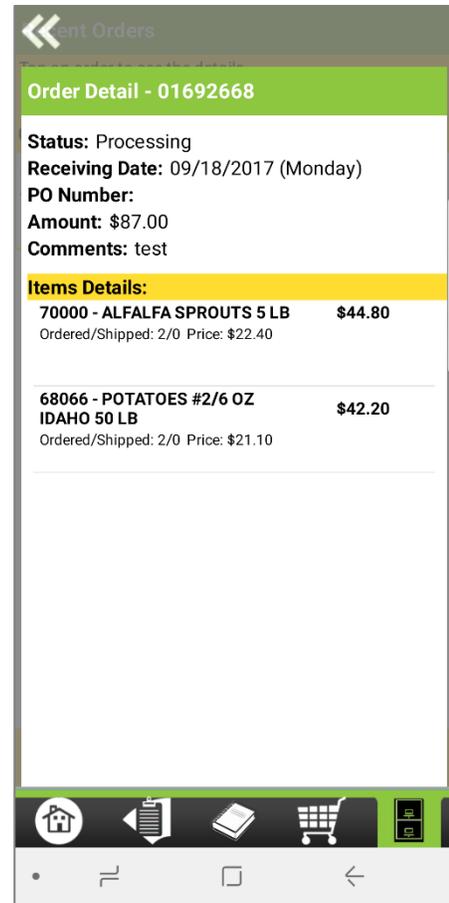


Checking Out

As stated in the 'Reviewing Your Shopping Cart' section, you can begin the checkout process by tapping on the 'Checkout' button while viewing your shopping cart. Tapping this button takes you to the Checkout screen. While on the Checkout screen, you can tie your order to specific purchase order numbers, you can change the destination email address for your e-receipt, you can add some comments about your order, or you can cancel the checkout process and go back to looking for more products. If you want to keep looking for more products, simply tap on the 'Continue Shopping' button below the comments field or tap the 'Close' button at the top right corner of your screen. To complete your order, hit the 'Submit Order' button. After you submit your order, you should be taken to an Order Recap page informing you of your order number. Hitting the 'Ok' button acknowledges that your order has been placed and will take you back to the Announcements page.

Reviewing Your Recent Orders

There are two ways you can get to your Recent Orders screen. One method is by tapping on the home icon to be taken back to the Announcements page first. From the Announcements screen, you can hit the 'My Recent Orders' button. The other method is by tapping on the filing cabinet icon along the bottom of your screen. Once you navigate to the Recent Orders screen, you will be presented with the order number, total sales amount, and receive date of any recent orders you may have placed. You can drill down into the details of an order simply by tapping on it.



Adding Onto an Existing Order

There are two ways you can add onto an existing order that you have already submitted. While on the Announcements screen, you can either tap on the clipboard icon along the bottom of your screen, or you can go back into your Order Guide by tapping the 'My Order Guide' button. Doing either of these actions will take you to the Start Your Order screen. If you have existing orders that can be added onto for the selected received date, you will see the Sales Order number along with an 'Add On' button. After hitting the 'Add On' button, you can begin adding products to your cart. This process is exactly the same as if you were starting a new order altogether. To add the item to your existing order, you will need to review your shopping cart and go through the checkout process again for the additional items you are looking to purchase.