



Pearson Canada Inc.  
C/O WeWork  
357 Bay Street  
Toronto, ON M5H 0A1  
www.pearsoncanadaschool.com

Dear Principal,

*RE: Incentive Pricing, New Schools*

**Pearson Canada** is pleased to offer your school special discounts towards the purchase of Pearson resources.

An additional 10%\* discount off school net prices will be applied on most products purchased from Pearson. Excluded from the 10% discount are eTexts and all Heinemann products. Fountas and Pinnell Classroom, Leveled Literacy Intervention, Benchmark Assessment, Units of Study and Jennifer Serravallo products will receive a 5% discount.

Product information can be found at [www.pearsoncanadaschool.com](http://www.pearsoncanadaschool.com). The discounts on other resources will be available to you for all purchases within the first year that your school is open.

Please be advised that if a new “core” resource is published within 24 months of your original purchase, you may purchase the new resource in quantities up to the quantities of your original purchase, at a 25% discount off school net pricing.

**Conditions:** *New* Core Resources must be **ordered** within 36 months of your original order. Your school must be able to provide documentation of the original order.

\*\*This offer may not be added to any other discount available at the time of purchase. Please connect with your Account Executive for more details, some limitations may apply.

Please be sure to attach this letter to your order, and return to your [local Pearson representative](#). All school orders must be marked “NEW SCHOOL DISCOUNT”.

With regards,

A handwritten signature in blue ink, appearing to read 'Giselle', is written over a light blue circular stamp.

**Giselle Goncalves**

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