



Dear Distributor,

At SuperSprings International, Inc. we are committed to you and your customers—the distributors and resellers that help our company satisfy customer needs and deliver best-in-class products. To protect our brand, support your business, and maintain the integrity of our authorized distribution channels, we are announcing and implementing an Authorized Reseller Program, **effective June 1, 2019**.

Among other benefits, our Authorized Reseller Program will ensure that all sellers of SuperSprings products understand and take the steps necessary to ensure product quality and provide the excellent customer service that is integral to the reputation of our brand. In addition, the Authorized Reseller Program will assist us in identifying and taking action against unauthorized sellers that are harming you, your customers, and consumers through the sale of diverted, damaged, and otherwise poor-quality products.

Your obligations under our new Authorized Reseller Program are outlined in the attached **SuperSprings International, Inc. Authorized Distributor Policy** (“[Authorized Distributor Policy](#)”). Key Features of the Authorized Distributor Policy include:

- ▶ **Where and to Whom You May Sell Products:** Authorized Distributors may sell our products only to customers who are classified as “Authorized Resellers.” To become and remain an Authorized Reseller, your customers will be required to abide by the **SuperSprings International, Inc. Authorized Reseller Policy** (“[Authorized Reseller Policy](#)”). You may not sell our products to end users without receiving our prior written consent. In addition, our products may not be marketed for sale or shipped outside of the United States without our prior written consent.
- ▶ **Online Sales:** Please note that pursuant to these policies, Authorized Distributors and Authorized Resellers are not permitted to market for sale or sell any of the products on or through any publicly accessible website without the prior written consent of SuperSprings. This prohibition includes, without limitation, third-party marketplace websites such as Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace. As an Authorized Distributor, you may use an online order portal to facilitate orders from Authorized Resellers, so long as the portal requires Authorized Resellers to obtain an account and log in to view product listings and pricing information. These rules will be strictly enforced.
- ▶ **Ensuring Product Quality and Customer Satisfaction:** To ensure that the end users who purchase our products have the best experience possible, the Authorized Distributor Policy provides certain steps that you must take to maintain the quality of the products while they are in your possession. The Authorized Distributor Policy also outlines our expectations for the service you must provide to your customers.

Additionally, the Authorized Distributor Policy requires that you forward the Authorized Reseller Policy and other materials requested by SuperSprings to your customers. For your convenience, the attached Authorized Reseller Packet contains all of the documents that you are asked to forward to your customers at this time, including: (1) the Authorized Reseller Policy; (2) a letter to your customers describing the Authorized Reseller Policy and the purposes of our Authorized Reseller Program; (3) SuperSprings’ unilateral Minimum Advertised Price Policy (“[MAP Policy](#)”), which applies to all retail advertising of SuperSprings products by resellers in the United States of America; and (4) Frequently Asked Questions documents regarding the Authorized Reseller Program and MAP Policy. **We ask that you forward a copy of the Authorized Reseller Packet to each of your customers as soon as possible and thank you in advance for your cooperation and assistance.**

Finally, for your reference and to assist you in understanding our new policies, we have also included a Frequently Asked Questions document regarding the Authorized Reseller Program. If you have any other questions, please contact us at brand.protection@supersprings.com. Thank you for your careful attention to the attached documents and for your continued support of the SuperSprings brand.

Sincerely,
SuperSprings International, Inc.

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