

AUTHORIZED RESELLER PROGRAM FREQUENTLY ASKED QUESTIONS FOR AUTHORIZED DISTRIBUTORS



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Q1. What is the Authorized Reseller Program and why is SuperSprings implementing it?

A1. The Authorized Reseller Program is designed to protect the long-term integrity of the SuperSprings brand and to support our relationships with our valued distribution channel partners, both in brick-and-mortar channels and online. The Program also aims to ensure that consumers receive the high-quality products and customer service they have come to expect from the SuperSprings brand.

Q2. How will the Authorized Reseller Program benefit me?

A2. Among other benefits, the Authorized Reseller Program will assist SuperSprings in identifying and taking action against unauthorized sellers who harm channel partners like you and consumers by selling damaged, defective, previously used, or otherwise poor-quality products. The Program is critical to positioning the SuperSprings brand for long-term success in today's evolving, increasingly e-commerce driven retail environment.

Q3. What is covered by the Authorized Reseller Program policies?

A3. The policies describe the rules regarding where and to whom SuperSprings products may be sold. The policies also explain our expectations for distribution channel partners related to product quality and customer service.

Q4. Who can I contact with other questions about the Authorized Reseller Program?

A4. Other questions regarding the program may be directed to brand.protection@supersprings.com.

Q5. Do I have to sign the SuperSprings International, Inc. Authorized Distributor Policy?

A5. No. You are not required to sign the Policy. The Policy is SuperSprings' announcement of the terms and conditions upon which it will do business with channel partners. By continuing to purchase products from SuperSprings for distribution to SuperSprings Authorized Resellers, you agree to adhere to the Policy.

Q6. The Authorized Distributor Policy states that Distributors may sell products only to "Authorized Resellers." Does this mean that Resellers must be approved by SuperSprings before I can sell products to them?

A6. No. Authorized Distributors are expected to provide the SuperSprings International, Inc. Authorized Reseller Policy to their customers. Generally, your customers will be considered "Authorized Resellers" after they receive the Authorized Reseller Policy from you and begin following its terms.

There is one important exception. Distributors are not permitted to sell to entities that operate third-party marketplace websites

including, but not limited to, Amazon, Groupon, and Jet. These entities cannot become "Authorized Resellers" as that term is defined in the Authorized Distributor Policy.

SuperSprings reserves the right to revoke a seller's "Authorized Reseller" status due to a violation of the Authorized Reseller Policy or for another reason. Distributors will be notified of persons or entities who are no longer "Authorized Resellers" via our "Do Not Sell" List.

Q7. Am I required to share my customer list with SuperSprings?

A7. No. The Authorized Distributor Policy does not require Distributors to share customer lists with SuperSprings. The Authorized Reseller Program is not intended to circumvent Distributors with respect to the sale of SuperSprings products.

Q8. What policies am I expected to provide to my customers?

A8. Distributors are expected to provide the SuperSprings International, Inc. Authorized Reseller Policy and SuperSprings International, Inc. United States Minimum Advertised Price Policy ("MAP Policy") to their customers. From time to time, SuperSprings may ask Distributors to share other policies or information with their customers. This process is not intended to be disruptive or burdensome to Distributors. If you have any questions about which materials to pass along to your customers, please contact brand.protection@supersprings.com.

Q9. Does SuperSprings expect me to monitor or "police" my customers for compliance with the Authorized Reseller Policy?

A9. No. SuperSprings will handle policy compliance matters. However, Distributors are expected to cooperate with SuperSprings' investigation if SuperSprings believes a customer has violated the Authorized Reseller Policy. Distributors are also required to cease sales to customers at the direction of SuperSprings, for example, if SuperSprings revokes a customer's "Authorized Reseller" status.

Q10. What happens if I violate the Authorized Distributor Policy?

A10. SuperSprings reserves the right to restrict a Distributor's ability to purchase products or to terminate its business relationship with a Distributor if the Authorized Distributor Policy is not followed. If you have any questions regarding whether particular conduct will violate the Authorized Distributor Policy, please contact brand.protection@supersprings.com.

Q11. The Authorized Distributor Policy says I cannot sell to "End Users" without the SuperSprings' prior written consent. How can I obtain consent?

A11. SuperSprings will consider these requests on a case-by-case basis. Please contact brand.protection@supersprings.com to discuss how and where you would like to sell to end user

consumers.

Q12. The Authorized Distributor Policy says I cannot sell products online without the SuperSprings' prior written consent. I operate a storefront on Amazon. How can I obtain consent to continue selling there?

A12. SuperSprings will evaluate requests from Distributors to sell online on a case-by-case basis. Please contact brand.protection@supersprings.com to obtain an application and for more information. Please note, however, that SuperSprings is implementing a new strategy with respect to sales of its products on Amazon and other online marketplaces. The company is not considering requests for authorization to sell products on Amazon and other marketplaces at this time.