



Dear Reseller,

At SuperSprings International, Inc., we are committed to you—the 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.

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, our Authorized Reseller Program will assist us in identifying and taking action against unauthorized sellers that are harming you 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 Reseller Policy** ("[Authorized Reseller Policy](#)"). The Authorized Reseller Policy will be effective on **June 1, 2019**, and is attached for your review.

KEY FEATURES OF THE AUTHORIZED RESELLER POLICY:

- ▶ **Where and to Whom You May Sell SuperSprings Products:** SuperSprings is committed to maintaining the integrity of its authorized distribution channels and to stopping the diversion of SuperSprings products to unauthorized sellers. To this end, the Authorized Reseller Policy requires that you sell SuperSprings products solely to end users and not to persons or entities who intend to resell SuperSprings products. In addition, you may not market for sale or ship SuperSprings products outside of the United States without our prior written consent.
- ▶ **Online Sales:** The Authorized Reseller Policy clarifies that you are not permitted to market for sale or sell any of the Products on or through any website, online marketplace, mobile application, or other online forum without receiving the prior written consent of SuperSprings. This prohibition covers any publicly accessible website including, without limitation, third-party marketplace websites such as Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace. This provision will be strictly enforced. For more information on how to become authorized to sell our products online, please contact us at brand.protection@supersprings.com.
- ▶ **Ensuring Product Quality and Customer Satisfaction:** To ensure that the end users who purchase our Products have the best experience possible, the Authorized Reseller Policy provides certain steps that you must take to maintain the quality of the Products until they reach consumers. The Authorized Reseller Policy also outlines our expectations for the service you must provide to your customers.

To further encourage and support our customers' investment in our brand, we will also be implementing the attached **SuperSprings International, Inc. United States Minimum Advertised Price Policy** ("[MAP Policy](#)"). The MAP Policy will apply to all advertising of our Products by resellers in the United States and will be effective as of **August 1, 2019**.

Finally, for your reference and to assist you in understanding our new policies, we have also attached Frequently Asked Questions documents regarding the Authorized Reseller Program and the MAP Policy. If you have any further 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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