

AUTHORIZED RESELLER PROGRAM FAQS FOR AUTHORIZED RESELLERS



SuperSprings International, Inc.
505 Maple Avenue
Carpinteria, CA 93013

WEBSITE supersprings.com
PHONE (805) 745-5553
EMAIL info@supersprings.com

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 Reseller 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 or an Authorized SuperSprings Distributor for retail sale, you agree to adhere to the Policy.

Q6. Can I sell to customers outside the United States of America?

A6. Without the separate written consent of SuperSprings, Authorized Resellers are permitted to sell to End Users in the United States of America only.

Q7. Am I permitted to sell online? How do I become approved to sell online?

A7. Authorized Resellers may not sell SuperSprings products online without SuperSprings' prior written approval. Authorized Resellers that are interested in selling SuperSprings products online should contact brand.protection@supersprings.com for an application and more information. Please note that as part of

the company's e-commerce strategy, SuperSprings has elected to strictly limit the sale of its products on marketplaces like Amazon and eBay. The company is not currently considering requests for authorization to sell on online marketplaces. Resellers are welcome to seek approval to sell SuperSprings products on their own proprietary websites.

Q8. I operate a storefront on Amazon / eBay / Walmart Marketplace / Jet and have been selling SuperSprings products there for a long time. Will I be grandfathered / permitted to continue selling there?

A8. The Authorized Reseller Policy prohibits sales online, including on online marketplaces, without SuperSprings' prior written consent. As part of its overall e-commerce strategy, SuperSprings has elected to strictly limit the sale of its products on marketplaces like Amazon and eBay. The company is not currently considering requests for authorization to sell on online marketplaces. As of the effective date of the Authorized Reseller Policy, your sales on marketplaces will not be permitted. You are welcome to continue selling SuperSprings products in your brick-and-mortar retail locations and to seek approval to sell on your own proprietary websites.

Q9. I purchased a lot of products prior to learning about the Authorized Reseller Program and its restrictions on selling through online marketplaces. Will I be permitted to sell through this inventory on my online marketplace storefront?

A9. Authorized Resellers should contact SuperSprings or the Distributor from whom they purchased products with any inquiries related to product returns. If you are an Authorized Reseller, you may seek approval to sell the products on your own proprietary website. If you sell only through an online marketplace site and are unable to return your products to your Distributor, in limited circumstances, SuperSprings may consider a brief sell-through period.

Q10. What will happen if I violate the Authorized Reseller Policy?

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