



Retail Concepts, Inc. ("RCI"), d/b/a Sun & Ski, sells goods it acquires from vendors in many different industry segments including, among others, ski and snowboard winter sports, footwear, active and casual apparel and accessories, cycling, running, water sports, skate/skateboard and outdoor lifestyle furniture. RCI believes that cooperative marketing programs need to be fairly and uniformly administered for all vendors in all segments of its business, irrespective of its industry segment.

CO-OP MARKETING POLICY (New 3.22.16)

Co-op Marketing Funds ("Co-op") are earned by RCI upon the purchase of goods from vendor and can be collected via an offset against amounts due to vendor. RCI will use best efforts to work with vendor in the use of Co-op to achieve mutual marketing communications goals. Delays by vendor in review and/or comment will disqualify vendor from having input in the process.

In addition to media at published rates, creative development, production and agency placement fees, RCI's budget analyses of Co-op programs and any Proof of Performance ("POP") shall include a pro-rated share of RCI's overhead representing the company's costs of marketing staff, services and platforms. For vendors requiring POP, RCI will charge an additional fee of \$250 for each tactic/channel within an approved marketing campaign.