

Rather Outdoors

209 Stoneridge Dr.
Columbia, SC 29210
May 13, 2022

RE: Rather Outdoors Internet Reseller Authorization

Dear Customer,

In order to ensure Rather Outdoors resellers are able to sustain healthy margins on our products and ensure that our end-users are being provided a quality sales experience and customer support, Rather Outdoors has announced an Internet Authorization Reseller Program for all brands, effective July 1, 2022.

This policy has been in effect for our Zebco and Quantum brands for the last few years and now applies to all Rather Outdoors' brands. Brands include **Lew's, Mach, Strike King, Zebco, Quantum, Salmo, and Martin.**

In order to sell Rather Outdoors' products on the Internet, you MUST become an Authorized Rather Outdoors Internet Reseller. Authorized Internet Resellers must apply directly with Rather Outdoors and sign an Authorized Internet Reseller Agreement regulating the manner in which they sell. We believe this Internet Authorization Program will create a stable online brand presence, healthy available margins, and an end to free-riding by discount retailers or gray market sellers who provide few or no services.

We invite you to apply today. Applications take as little as 5-minutes to complete and can be done on any computer, smartphone, or tablet.

ACTION NEEDED: Apply online at www.ratheroutdoors.com/apply no later than 6/17/22

Important Note: **Marketplace reselling is strictly prohibited** under this policy. You must discontinue selling on these websites including but not limited to: Amazon.com, Walmart.com, eBay.com, etc.

Should you choose not to accept Rather Outdoors's invitation to apply to become an Authorized Internet Reseller or are not approved, you will no longer be permitted to sell Rather Outdoors' products on the Internet. Rather Outdoors will take all steps necessary to protect the integrity of its Internet Authorization Program, including pursuing any and all legal actions against unauthorized Resellers that continue to sell Rather Outdoors' products on the Internet.

We thank you for applying and please let us know if you have any questions regarding the application process. You can reach us directly at Policies@RatherOutdoors.com.

Sincerely,

Rather Outdoors

