



10035 Federal Drive
Colorado Springs, CO 80908
U.S.A.

Phone 800-553-5673
719-328-1312
Fax 719-328-1261
e-mail info@elope.com
Web www.elope.com

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Dear elope Retailer:

For 2017, we will continue the internet policy introduced in 2016. If you have already signed and returned the policy, it will be carried forward with the understanding that all expectations remain the same. You are not required to resubmit the signed policy. The same is true for authorization granted on individual destination web sites.

Please understand that failure to comply with the internet policy may result in account termination. Your signed 2016 internet policy, on file, confirms continued understanding of this.

If you have not signed and returned the policy, please review and do so prior to ordering in 2017. If you have questions or need to confirm if we have your signed form, please contact webteam@elope.com.

elope Engaged in Managing our Brand:

As you are aware, elope is a strong proponent of the specialty retailer and we place high value on the relationships we have developed. Today, we are operating in an era of unprecedented change. The retail environment is constantly evolving as alternative retail locations emerge and the number of brick and mortar locations decline. In order to maintain the integrity of elope’s products, our fair pricing, and our customer focused reputation, we will continue to take an engaged approach to managing how our brand is represented and sold in the digital marketplace.

Restricting All 3rd Party Online Marketplaces as of 1/1/16:

Continuing from 2016, into 2017: we are designating ALL third party online marketplaces as restricted to unauthorized sellers. Third party websites include, but are not limited to, Amazon.com (and all international Amazon marketplaces), Jet.com, Sears.com, WalMart.com, Target.com, ToysRUs.com, Rakuten, 11 Main, eBay, Walgreens.com, etc. New third party online marketplaces are continually emerging. Any and all third party marketplaces are included in this restriction.

Limited Number of Authorized Sellers Already Selected

As part of our revised strategy, we have chosen to partner with a handful of authorized FBA/FBM sellers. Together with these partners, we will be using automated systems to monitor listings in each of these online channels. Prior selling in 3P channels does not equate to current authorization to sell in the channels going forward.

If you would like to be considered as an authorized seller in a 3rd party marketplace, in the future, please email the webteam@elope.com. We are always interested in assessing the capabilities of our retail partners.

Notice to Current Amazon FBA and FBM Sellers

If you participated in the Fulfilled By Amazon program in 2015, we allowed time for the stock existing at Amazon to sell through, requesting you not restock those listings. By this time, 1 year later, we expect all of that stock to be sold and all listings removed.

FBM (Fulfilled by Merchant) sellers were requested to remove their listings of elope products by January 1, 2016. This expectation continues for 2017, no unauthorized FBM listings are allowed.



If You Want To Sell On Your Own Website

While we are making this important change to how we manage third party online marketplaces, we remain very committed to helping our retail partners succeed in their sales channels, whether online or brick and mortar. All online sales through destination websites must be approved. If your company’s website is authorized to sell elope products, you will be subject to the following expectations:

1. Retailer may only sell or advertise elope products on the internet after receiving permission from elope and signing this Internet Sales Policy Agreement. Retailers must identify complete business names, DBAs, URLs, and all sales channels.
2. Retailer may only sell elope products on the agreed upon websites, URLs, or DBAs.
3. Retailer agrees to only sell elope products to the consumer/end user and not to third party dealers, wholesalers, other retailers, or exporters.
4. elope has a MAP (Minimum Advertised Price) Policy and Retailer must adhere to it.
5. Use official elope images, titles, and descriptions.
6. Retailer must purchase elope product directly from elope. As the manufacturer, we are working towards eliminating distribution of elope products to online retailers. We require our authorized online retailers to open an account with elope directly.

To receive authorization to sell on your company’s website, please email the webteam@elope.com with your request.

Strict Compliance To Maintain An Active Account:

Should you disregard this notice, your account may be subject to termination.

I have read and agree to abide by this policy.

Business Name: _____

Name: _____

Signature: _____

Title: _____

Date: _____

Respectfully,

elope Web Team