

February 19, 2014

In order to protect our independent showrooms and our brand value, Robern is pleased to announce the implementation of an Authorized E-Tailer program, as well as an Internet Minimum Advertised Price (IMAP) policy that will become effective on April 15, 2014.

Program highlights:

- Authorized E-Tailers will agree to advertise a maximum discounted price of 25% off current list prices. There is a sliding scale of penalties for non-compliance which would affect the E-Tailer and their supplying distributors.
- Only Authorized E-Tailers will have the right to use Robern digital assets - photography, copy, logos and other Robern content. Non-Authorized E-Tailers will be asked and then, if necessary, required to remove Robern's content.
- Robern will open a limited number (10-20) of Authorized E-Tailers in 2014. The limited number will enable high service and support from Robern to these partners who represent the brand and match Robern's premium standards.
- Major criteria for selection of E-Tailers will be customer service, website quality, and traffic metrics.
- Authorized E-Tailers will have the ability to purchase Robern products from Robern distributors or dealers. Robern will continue the "No Drop Ship" policy.
- Robern distributors & dealers will only be permitted to supply Robern brand products to e-tailers that are Robern Authorized E-Tailers.
- The IMAP policy does not control sales tax, freight, cart pricing, coupons, or other adjustments after a product has been placed in the cart.
- Robern will monitor the online discounting of its products directly, as well as use the services of a 3rd party monitoring service.

Robern's strategy has not changed – we are committed to strong partnerships with high quality trade partners who represent the brand well and service customers even better.

Please let your Robern Regional Sales Manager know if you have e-tailers you would like us to consider for inclusion.

Best Regards,



Walter Kuzan
Sales Director, Robern