

Montigo Internet Sales Application and Agreement

Please complete this Application/Agreement after reviewing all sections of the attached documents:

- Attachment 1 – Requirements for Authorized Online Resellers
- Montigo® Brand Sales Policy
- Montigo® Brand Minimum Advertised Price (MAP) Policy

Your signature on this Application/Agreement indicates that you have read and acknowledge the Montigo® Brand Sales Policy, the Montigo® Brand Minimum Advertised Price (MAP) Policy, and all other applicable Montigo policies.

Montigo reserves the right, in its sole discretion, to approve, withhold or withdraw its authorization of Authorized Online Reseller and/or to modify the requirements for such status.

Please forward the completed document by email to: MAP@Montigo.com

1. Reseller Profile:

Company Name	
Address Line 1	
Address Line 2	
City	
State	
Zip Code	
Country	
Name(s) and URL(s) of active websites selling hearth products:	

2. Primary Contact Person:

First Name	
Last Name	
Job Title	
Email Address	
Phone Number	

3. Details on the Website(s) you would like to apply for Authorized status:

	Website 1	Website 2	Website 3
Name of Websites			
URL			
Customer Service Hours			
Return Policy			

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4. Purchasing History with Montigo brand products:

Total purchases of Montigo brand products in the last 12 months (in \$)	
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Applying for the following status:

Montigo Authorized Online Reseller

(See Attachment 1: Requirements for Authorized Online Resellers)

5. Details about Applicant's distributor (if applicable)

(All) Name(s) and address(es) of the company(ies) from which applicant purchases Montigo products	
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I certify that the details in this Application are accurate and complete and that if any of the above information changes, I will submit an updated form to Montigo via email (MAP@Montigo.com).

Signature

Name (please print)

Position

Date

Montigo Use Only:

Approved? Yes No

Signature

Name (please print)

Position

Date

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Attachment 1: Requirements for Authorized Online Resellers

In order to be designated and to continue as Montigo Authorized Online Reseller to sell any Montigo MAP Covered Products online, a Reseller must comply with all of the following conditions as determined by Montigo in its sole discretion:

- **Montigo Policies:** Reseller must comply with all policies as established by Montigo from time to time, including the Minimum Advertised Price (MAP) Policies for the Montigo brand.
- **Brand Image:** Reseller must ensure prominent Montigo brand placement on its websites approved for the sale of Montigo brand products, and proper representation of the Montigo brand image. Reseller will utilize the correct logos, images, product descriptions based on authorization and brand guidelines provided by Montigo for use of such copyrighted material. Montigo retains all rights to such copyrighted material. Website name(s) and URL(s) shall be consistent with the brand image of Montigo.
- **Credit Standing:** Resellers that are direct customers of Montigo must be in good credit standing with Montigo.
- **Reporting:**
 - Reseller must provide monthly Point of Sale (POS) transfer reports by state with Montigo model (SKU) number on a monthly basis no later than the 10th business day of the following month.
 - Within 30 days after request by Montigo, the Reseller must provide information to Montigo regarding the person(s) or entity(ies) from which such Reseller purchases Montigo brand products. If the supplier changes or additional suppliers are added, the Reseller must provide notice to Montigo within 30 days.
- **Security:** Reseller must provide e-commerce security for its approved websites to protect consumers' personal information and must comply with all applicable privacy laws.
- **Customer Service Requirements:**
 - **Customer Experience:** Reseller's website must have a minimum of 5 years with an active e-commerce component. Reseller must additionally maintain a separate call center within their organization to transact e-commerce.
 - **Customer Care:** Reseller must provide exceptional customer service and technical service via qualified and knowledgeable service staff to answer consumer and PRO questions. Must have a minimum of 4 NFI Certified experts on staff or persons with equivalent experience pre-approved by Montigo. Reseller must also satisfy all inbound technical and warranty service requests and should not forward such requests to Montigo directly from the consumer or PRO.
 - **Customer Care #:** Reseller must provide a consumer toll-free number to their organization, listed on the approved website(s), for customer assistance.
 - **Customer Care Hours:** Reseller must provide telephone support during typical business hours M-F dependent on time zone, and a minimum of 8 hours during the weekend (Saturday, Sunday or a combination of both).

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- **Customer Care Response Time:** Reseller must ensure a maximum 24-hour response time for customer email inquiries.
 - **Order Confirmation:** Reseller must provide an order confirmation by email within 24 hours of order placement.
 - **Advanced Shipping Notice/Tracking:** Reseller must offer advanced shipping notice and provide online order tracking.
 - **Backorders:** Reseller must ensure timely and regular backorder communication.
 - **Shipping:** Reseller must provide shipping confirmation by email.
 - **Warranty and Return policy:** Reseller's return policy and the Montigo warranties must be clearly displayed on the website.
- **Other requirements:**
 - The Reseller may not sell Montigo brand products on or through any website that is not authorized by Montigo, including auction sites, third party websites, and/or Internet resale sites.
 - The approved website(s) must be consumer-friendly, with graphics that load in a reasonable amount of time.

Reseller is required to update the information provided on Reseller's Internet Sales Application and Agreement if any of the information changes.