



volcanic limestone baths

July 1st, 2011

To: All Victoria + Albert[®] Distributors

Re: Revised Internet Policy

Victoria + Albert[®] is revising its internet policy effective July 1st, 2011. This letter outlines the details of this policy which applies to all Victoria + Albert[®] distributors.

We appreciate the support of our displaying showrooms and recognize that you provide a high level of professional service, support and expert information to the trade and consumers alike. It is essential for the development of our brand and business that you are able to give this high level of service, as is the need for products to be advertised and sold at a price that represents fair value to the consumer and enables you and your dealers to obtain a fair return on the investment that you have made in promoting and selling our products.

We believe that certain online consumer advertising and promotional practices can be inconsistent with our distribution and marketing policies and undermine the quality of the shopping experience and brand image that we are building.

As a means to protect the reputation of the Victoria + Albert[®] brand and to help our distributors protect their investment, we are announcing a new internet policy with respect to how our products are sold and advertised on the internet.

Effective July 1st, 2011 Victoria + Albert[®] will not allow any of its products to be sold, advertised or promoted with a discount through the internet.

Please ensure that all appropriate people in your organization receive a copy of this policy. This policy is subject to change at any time by Victoria + Albert[®]. You will receive at least 30 days notice of any change.

Thank you for your continuing support of Victoria + Albert[®].

Best regards,

Eric Phelps
VP of Sales



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Victoria + Albert[®] Internet Policy

Victoria + Albert[®] has adopted the following policy for any online sales, advertising and distribution of its products. This policy applies to all Victoria + Albert[®] direct and indirect customers effective July 1st, 2011.

Part A

A Victoria + Albert[®] distributor remains free to establish its own resale prices. However, a distributor (direct or indirect) may not sell, advertise or otherwise promote with a discount Victoria + Albert[®] products via the internet.

Part B

Victoria + Albert[®] distributors are not authorized to sell Victoria + Albert[®] products to entities or persons which sell, advertise or otherwise promote with a discount Victoria + Albert[®] products via the internet.

Part C

The use of proprietary Victoria + Albert[®] information, including but not limited to photos, logos, drawings, manuals, policies or other copyright material by Victoria + Albert[®], is strictly prohibited without express prior written consent of Victoria + Albert[®].

In the event that a distributor violates any of the above policies, Victoria + Albert[®] will suspend shipments of pending orders until policy is followed. If after 30 days the distributor has not complied, Victoria + Albert[®] shall cease doing business with distributor.

Each distributor remains free to determine for itself the resale prices at which it will sell and promote Victoria + Albert[®] products, and each distributor is free to independently decide whether or not to follow the policy. Victoria + Albert[®] will not discuss any conditions or acceptance related to this policy. Victoria + Albert[®] will determine whether products are being advertised in violation of this policy and will terminate a distributor found in violation of this policy. There will be no negotiation. This policy does not apply to discontinued merchandise or closeouts as clearly identified by Victoria + Albert[®].

Victoria + Albert[®] Representative/Date

Victoria + Albert[®] Distributor/Date
