**CO-OP PROGRAM**

Dear Wholesaler Customer:
Slant/Fin's co-op program makes funds available for promoting and increasing sales of Slant/Fin's products. The funds can be used for, but are not limited to, advertising, calendars, desk pads, pocket pads, booklets etc. The amount available is 1% of the net sales of Slant/Fin products from the previous calendar year. We will reimburse up to 50% of the cost of the promotion as per the "General Guidelines" below. Funds not used within 12 months are no longer available.

Our objective is to make it as easy as possible for a Wholesaler branch or a Wholesaler Region to access available co-op funds. We feel that it is important for you to develop programs which you know will be effective in your area. In order to make funds available all we require is a pre-approval co-op agreement form to be completed and sent in to Slant/Fin for approval.

During the course of any given year we add new products, delete some products, introduce new colours, new logos and change or modify models. It is important that we have an awareness of your planned program in advance to ensure that you have up-to-date graphics and that your efforts are consistent with what we might be doing. We look forward to working with you.

**General Guidelines:**

1. Wholesalers accrue Co-Op advertising credit to reimburse them for up to 50% of their cost of promoting Slant/Fin hydronic and boiler products. The accrual is based upon 1% of the net sales of Slant/Fin products from the prior calendar year.
2. A wholesaler’s whole Co-Op credit may be used for advertising. Funding for trade promotions and outings are reviewed on a case by case basis and are generally limited to a percentage of the total Co-Op funds available.
3. Where more than one manufacturer is participating in the promotion, Slant/Fin’s Co-Op dollar contribution would be pro-rated based on the number of participating manufacturers.

**Program Intension:**
The co-op program is not intended to provide money for a Wholesaler’s general account, even if Slant/Fin is identified as a contributor. The fund is specifically to promote the Wholesaler and Slant/Fin’s products in order to increase sales.