

Scotsman Ice Systems
Residential Products
Authorized Dealer Policy

Scotsman Ice Systems (“Scotsman”) is proud to offer its line of SCOTSMAN® Residential Products, bringing the exceptional quality and top-of-the-line performance for which the Scotsman brand is known to residential applications through Scotsman’s authorized residential products distributors and authorized consumer appliance dealers (“Dealers”). Scotsman’s line of Residential Products (referred to in this Policy as simply the “Scotsman Products”) consists of its Brilliance® Under-Counter Ice Machines, its DC33 Under-Counter Ice Machines, and accessories for each of these products.

In order for Scotsman to provide the highest level of customer service to the end user Scotsman has chosen to establish an Authorized Dealer Policy and program. Residential dealers that are chosen to participate must adhere to the designated criteria. Dealers must comply with Scotsman’s MAP policy, which is an addendum to this authorized dealer policy. Dealers must participate in a minimum of one (1) product training session annually. Dealers must use current & approved Scotsman Residential marketing materials, which shall be made available free of charge to Dealers, including: brochures, specification sheets, POP, web site assets; use current & approved Scotsman Residential logo on all communications. Customer support will be required before, during, and after the sale to resolve issues locally.

Dealers may sell to any resellers, like builders, plumbers, designers and similar professionals, who package Scotsman Products with their own products and services and thereby enhance the reputation of Scotsman Products. Categories of resellers who would not enhance the reputation, image, or market position of Scotsman Products and who operate solely as a retail reseller to whom Dealers may not sell include the following: on-line retailers, warehouse stores, or mass merchants.

Scotsman will provide the following benefits in conjunction with this agreement:

- Be listed as an authorized Scotsman Residential Products dealer on the Scotsman Home Ice website once implemented
- Have access to Scotsman Residential Products marketing materials
- Advertise as an Authorized Scotsman Residential Products dealer
- Have availability status with local distributor for Scotsman Residential Products.
- Participate in incentive programs developed and supported by local distributor.
- Have status for leads generated in the local market.
- Have pricing from local distributor based on their programming and dealer requirements.
- Ability to purchase at dealer prices from the local Scotsman Authorized Distributor

The above benefits are not exclusive to the dealer and are subject to change at the sole discretion of Scotsman.

Dealer agrees to comply with the “minimum” requirements as outlined elsewhere in this policy. In the event of non-compliance the following actions will be taken to protect the Scotsman brand in the Marketplace:

- First violation: Written notification to the Scotsman Distributor & Dealer
- Second violation: 30-day suspension of Authorized Dealer status and its benefits
- Third violation: 90-day suspension of Authorized Dealer status and its benefits
- Fourth violation: Removal of violating Dealer as authorized dealer

Dealer Information:

Company Name: _____

Trade Name(s): _____
Any / All

Company Address: _____

Business Telephone: _____

Business Web Site(s): _____

Contact Information:

Principal (Name): _____

I have read, understand, and agree to the above listed requirements.

Signature Title Date

Distributor Information:

Company Name: _____

Trade Name(s): _____
Any / All

Company Address: _____

Business Telephone: _____

Principal (Name): _____

The authorized dealer requirements and benefits have been presented, explained, and agreed to by the Dealer listed on this form

Signature Title Date

Scotsman Ice Systems - Residential Products
Vice President Sales & Marketing – Residential Products
101 Corporate Woods Parkway
Vernon Hills, IL 60061
(847) 215-4500

Acknowledges receipt of this form, has countersigned the form, returned a fully executed copy to the Distributor, and will file a fully executed copy. Dealers are not considered Authorized Dealers until this policy is acknowledged and countersigned by Scotsman.

Name	Title	Date
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Signature
