



SSL FALL/WINTER 2014 AUTHORIZED PROGRAM

SUPPLIER **SMITH OPTICS**
 WEBSITE SMITHOPTICS.COM
 CATEGORY **ACCESSORIES-SUNGLASS/HELMET/GOGGLE** PROGRAM DEADLINE **3/15/14**

PRESEASON	ORDER DEADLINE	3/15/14	
	DISCOUNT	12% GOGGLE 15% HELMET 10% SUNGLASS (SEE ATTACHED FORMS)	
	TERMS	SEE ATTACHED FORMS	
	FREIGHT	SEE ATTACHED FORMS	FOB

REORDER	REORDER DISCOUNT	SEE ATTACHED FORMS	
	REORDER TERMS	SEE ATTACHED FORMS	
	REORDER FREIGHT	SEE ATTACHED FORMS	FOB

EXTRAS	CO-OP	NONE		
	EARLY ORDER DISC.	NONE	DEADLINE	N/A
	ANTICIPATION	NONE		

PROGRAM DETAILS	
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CONCENTRATION MODELS	NONE
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INDIVIDUAL DEALER INCENTIVES	NONE
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SSL REBATE PROGRAM	NONE
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CUSTOMER SERVICE	CS REP	VICKI SCHMIDT
	CS EMAIL	VICKI@SMITHOPTICS.COM
	CS PHONE	2087266584
	MAIN PHONE	2087264477

B2B WEBSITE	ADDRESS	NONE
	CONTACT	DEAN CARLSON
	EMAIL	DCARLSON@SMITHOPTICS.COM
	PHONE	2087266558



12/13/2013

SMITH OPTICS Buying Group GOGGLE PROGRAM
Buying Group Net prices, if written by January 31, 2014

Vice		<u>MSRP</u>	<u>WHLSE</u>	<u>Due at Show</u>	<u>GM%</u>	
Medium Fit	Mirror	\$120	\$60.00	\$45.00*	63%	
In line low net:	RC36	\$90	\$45.00	\$33.75*	63%	
\$52.80 & 39.60 @ 12%						
Frame color: All Colors-See Catalog						
*Must Be Purchased During Buying Group Breakout						

Virtue		<u>MSRP</u>	<u>WHLSE</u>	<u>Due at Show</u>	<u>GM%</u>	
Medium Fit	Mirror	\$120	\$60.00	\$45.00*	63%	
In line low net:	RC36	\$90	\$45.00	\$33.75*	63%	
\$52.80 & 39.60 @ 12%						
Frame color: All Colors-See Catalog						
*Must Be Purchased During Buying Group Breakout						

Phenom and Phase		<u>MSRP</u>	<u>WHLSE</u>	<u>Due at Show</u>	<u>GM%</u>	
Medium Fit	Mirror	\$110	\$55.00	\$36.50*	67%	
In line low net:	RC36	\$80	\$40.00	\$26.50*	67%	
\$48.40 & 35.20 @ 12%						
Frame color: All Colors						
*Must Be Purchased During Buying Group Breakout						

Knowledge OTG		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>	
Large Fit	Mirror	\$85	\$42.50	\$32.00	62%	
In line low net:	RC36	\$65	\$32.50	\$24.50	62%	
\$37.40 & 28.60 @ 12%						
Frame color: All Colors-See Catalog						

Scope Airflow		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>	
Medium Fit	Mirror	\$65	\$32.50	\$24.50	62%	
In line low net:	RC36	\$40	\$20.00	\$15.25	62%	
28.60 & 17.60 @ 12%						
Frame colors: All Colors-See Catalog						

Transit Airflow		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>	
Small Fit	Mirror	\$65	\$32.50	\$24.50	62%	
In line low net:	RC36	\$40	\$20.00	\$15.25	62%	
28.60 & 17.60 @ 12%						
Frame colors: All Colors-See Catalog						

Electra Airflow		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>		
Medium Fit		\$40	\$20	\$10.50	74%		
Frame colors: Black, Silver, and White							
Lens Tint: Gold Lite, RC36 and Clear							
Min. qty. = 48 units							

Daredevil		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>	
Youth Fit-Small		\$30	\$15.00	\$11.50	62%	
In-line low net: \$13.20 @ 12%						
Frame colors: All Colors-See Catalog						
Lens Tint: All Lens Tints-See Catalog						

Challenger		<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>	
Youth Fit-Small		\$25	\$12.50	\$9.50	62%	
In-line low net: \$11.00 @ 12%						
Frame colors: All Colors-Black, White, Blue, Pink						
Lens Tint: All Lens Tints-RC36, Gold, Clear – See order form						

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Sidekick	<u>MSRP</u>	<u>WHLSE</u>	<u>1/31/12</u>	<u>GM%</u>
Youth Fit-Small	\$20	\$10.00	\$8.00	60%
Sundance Kid Double Lens Frame				
In line low net: \$8.80 @12%				
Frame colors: Black, White, and Pink				
Lens Tint: RC36				



BUYING GROUP GOGGLE PROGRAM TERMS AND CONDITIONS

In-line goggles: Up to 12% discount for in-line orders written by March 15, 2014 thereafter receive 8% discount. See minimum order requirements below.

Show Special and Buying Group Net: Net prices only (no additional discounts apply) orders due by end of the buying group show.

Delivery dates: No sooner than August 1, 2014 and not later than January 15, 2015. Split shipments allowed - but they can affect the FFA and are non-cancelable PO's.

Freight: Freight collect, unless specified. Free Freight allowance (FFA) on ground service, additional criteria:

- 144 pair of inline goggles (close-outs excluded) to one location.
- Initial ship date only to a single location.
- FFA is allowed as a deduction from invoice for on-time payments only.

Payment terms: January 10, 2015 if order is received by March 15, 2014
Re-order terms: 12% net 60 days, minimum 24 pair (in-line product only)

SMITH contacts:

Blair Clark,	Sr. VP Marketing and Sales	(800) 635-4401, x 6542
Scott Oliver,	Central Regional Sales Manager	(802) 497-4321
Brian Cotsonas,	Eastern Regional Sales Manager	(401) 423-9727
Mark Phares	Western Regional Sales Manager	(760) 268-0935
Nicki D'Orazio,	Credit Manager	(800) 635-4401, x 6516



2014 SMITH OPTICS BUYING GROUP HELMET PROGRAM

A 15% discount is offered on all in-line orders written by group members by March 15, 2014.



Variance and Valence

- AirEvac 2 Ventilation maximizes goggle airflow to reduce fogging
- Adjustable Smith x Boa® fit system
- Hybrid shell construction
- Low-profile regulator adjustable climate control
- Nano-Silver performance lining
- Snapfit SL ear pads
- ASTM F2040, CE EN 1077

Retail: \$180, whsle \$90, low net \$76.50, buying group \$68* for 62% Margin

Colors: All Colors-See Catalog

*Must be written during buying group breakout



Sequel

- AirEvac 2 ventilation maximizes goggle airflow to reduce fogging
- Adjustable Smith x Boa® fit system
- Low-profile regulator adjustable climate control
- Nano-Silver performance lining
- Snapfit SL ear pads
- ASTM F2040, CE EN 1077

Retail \$160, whsle \$80, low net \$68, buying group \$64.00 for 60% Margin

Colors: All Colors-See Catalog



Camber and Compass

- AirEvac™ design maximizes goggle airflow to reduce fogging
- Adjustable dial fit system
- Snapfit™ ear pads
- Audio system available
- ASTM F2040, CE EN 1077

Retail \$130, whsle \$65, low net \$55.25, buying group \$52.00 for 60% Margin

Colors: All Colors-See Catalog



Maze and Allure

- Airflow™ design maximizes goggle airflow to reduce fogging
- Lifestyle fit system
- Lightweight in mold construction
- Snapfit™ ear pads
- ASTM F2040, CE EN 1077

Retail: \$100, whsle \$50, low net \$42.50, buying group \$35* for 65% Margin

Maze Colors: All Colors-See Catalog

Allure Colors: All Colors-See Catalog

*Must be written during buying group breakout



Aspect and Arrival

- Airflow™ design maximizes goggle airflow to reduce fogging
- Lightweight in mold construction
- Adjustable dial fit system
- Snapfit™ ear pads
- ASTM F2040, CE EN 1077

Retail: \$100, whsle \$50, low net \$42.50, buying group \$40 for 60% Margin

Colors: All Colors-See Catalog



Holt

- AirEvac™ design maximizes goggle airflow to reduce fogging
- Convertible pad kit for year round use
- Snapfit™ ear pads
- Audio system available
- ASTM F2040, CE EN 1077, CPSC

Retail \$60, whsle \$30, low net \$25.50, buying group \$24.00 for 60% margin

Colors: All Colors-See Catalog



Zoom Junior

- Lightweight in mold construction
- Plush furry Tricot liner for warmth and comfort
- Two sizes
 - 48-53 cm SM and 53-58cm MD
- ASTM F2040, CE EN 1077

Retail \$60.00, whole \$30.00, low net \$25.50, buying group \$24, for 60% retail margin
 Colors: All Colors-See Catalog

In-line Helmets: 15% discount for in-line orders written by March 15, 2014. Standard discounts apply after March 15, 2014. See minimum order requirements below.

Mega Deal and Buying Group Net: Net prices only (no additional discounts apply).

Preseason terms: Order deadline: March 15, 2014
 Early buy discount deadline: end of tradeshow
 Preseason orders of 24+ units receive ground freight deducted if paid on time

Payment terms: January 10, 2015, if order is submitted by March 15, 2014

Re-order terms: 15% discount for dealers who place preseason, dating Net 60 for 12+ units

Freight: Reorders of 12+ units ground freight deducted if paid on time.

SMITH Liability Insurance Statement:

SMITH Optics has a \$25 million dollar helmet liability insurance policy coverage for each occurrence. In the event of a lawsuit involving one of our helmets, the policy includes a vendor's endorsement, which provides coverage in the same amount (\$25 million). Of course, customers will not be insured by our policy for any unsubstantiated claims they make regarding the performance of our products. For more information, please contact SMITH.

General terms and conditions:

- All prices are F.O.B Clearfield, Utah, and are subject to change without notice.
- Back-up Orders: Volume ordered as back-up shipments will count in determining the earned volume discount. If cancellation of a back-up order results in a lower earned volume discount, the customer will be billed for the difference.
- Acceptance of all orders is subject to approval of credit and acceptance by Smith Sport Optics, Inc. No soliciting agent, representative or employee of Smith Sport Optics, Inc. shall have the power to waive any of the terms, conditions or provisions contained herein, to incur additional obligations, to make additional representations or warranties on behalf of Smith Sport Optics, Inc. unless the same is evidenced by a written agreement signed by the president of Smith Sport Optics, Inc.
- These helmet discounts terms and conditions take precedence over all written or verbal terms and conditions and are the only and final terms of sale.
- All prices are subject to change without notice. Prices in effect at time of shipment will apply.
- Shipment shortages must be reported within 10 days of receipt.
- No product may be returned without a written return authorization signed by an officer of Smith Sport Optics, Inc. All returned products must be shipped freight prepaid. All returns will be subject to a 10% restocking charge. Credits issued for returns are non-refundable.
- A late payment charge of 2% per month on the unpaid balance will be charged on all past due accounts. The customer agrees to pay reasonable attorney and all other costs incurred by the collection of past due accounts.
- All quantity discounts and other discounts or allowances are allowed only if all invoices are paid in full by the due date and the customer's account is current.



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BUYING GROUP SUNGLASS PROGRAM 2014

Smith sunglasses: All of our sunglasses have a Lifetime warranty.

ChromaPop Polarized TLT Lenses MSRP \$209-\$269:

The most visually stimulating lens in the world. A proprietary combination of patented polarization and color management technology creates incredible clarity. ChromaPop lenses maximize color and contrast by improving the speed of visual processing so you see truer color, faster.

- New film free polarization eliminates glues and haze. Creates unmatched visual clarity.
- Proprietary lenses crafted with science and art to blend color and clarity like no other.
- Improves speed of visual processing. See truer color, faster.
- 10% lighter than polycarbonate, 15% lighter than CR-39, and 75% lighter than glass.
- Photochromic technology permanently added to automatically adapt to ever-changing light conditions.
- Tapered lens technology (TLT) corrects light distortion for true optical clarity.
- Four to five times anti-scratch performance over "plastic lenses".



Glass Polarized TLT Lenses MSRP \$199-\$239

Techlite polarized glass lenses create a visual environment ideal for casual or water-based activities, up to 12x more scratch resistant than standard lenses and 20% lighter than traditional glass. Italian engineered for all-day durability.

- Absolutely minimized lens thickness provides a 20% weight reduction over standard glass lenses.
- 12x anti-scratch performance over "plastic" lenses.
- Tapered Lens Technology (TLT) Engineered into every lens to provide crystal clear vision.
- Created through a finishing process with controls maintaining 1/2000th of a millimeter tolerance.
- Vacuum applied anti-reflective (A/R) coating absorbs unwanted backlight on all Techlite Glass Lenses.



Carbonic TLT MSRP \$70-\$169

Carbonic Lenses Are Optically Tuned In A Wide Range Of Tints Offering You A Visual Comfort And Protection From The Urban Grind To The Mountaintop.

- Tapered Lens Technology (TLT) Engineered into every lens to provide crystal clear vision.
- Optical performance standards meeting ANSI Z80.3. Ideal for sport or casual use.
- Hydroleophobic coatings release sweat and moisture to run off the lens and keep vision clear.





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Performance:

MSRP \$129-\$239

- Three distortion-free interchangeable lens technologies for multiple environment and variable light conditions
- All frames come with 3 sets of lenses and hard case
- Carbonic lenses equipped with Tapered Lens Technology™
 - Comfortable, durable Grilamid frames
 - Hydrophilic Megol nose pads and temple ends
 - Polarized lens tints available
 - All lenses provide 100% UVA,B,C protection



BUYING GROUP SUNGLASS PROGRAM 2014

Show only deal:

Buy 48 units and get a Baker's Dozen (one more at lowest price free for every twelve purchased), receive May 15th dating, one shipment per retail location. Order must be placed for ASAP shipment at buying group show, SIA, or OR.

A 10% quantity discount is offered on orders written for the 2014 season per requirements below.

- F.O.B. shipping point: Clearfield, Utah.
- Freight: All freight charges are collect.
- Reorder terms: Net 60 days with 10% discount.

Please let us know what else we can do to help you:

SMITH contacts:

Blair Clark,	Senior Vice President	(800-635-4401, x 6542)
David Currier,	GM Optical	(800-635-4401, x 6533)
Brian Cotsonas,	Eastern Regional Sales Manager	(401-423-9727)
Mark Phares,	Western Regional Sales Manager	(760) 268-0935
Scott Oliver,	Central Regional Sales Manager	(802) 497-4321
Nicki D'Orazio,	Credit Manager	(800-635-4401, x 6548)
Peter Crow,	GM Action Optics / Suncloud GM	(800-635-4401, x 6532)



Suncloud 2014 Buying Group Program

The Suncloud Polarized Optics collection continues the brand's heritage of contemporary designs, high quality lenses and great performance. Suncloud frames feature 100% polarized polycarbonate lenses, unparalleled fit and clean styling. All backed by a lifetime warranty.

It's simple:

- \$50 retail price point for injected styles (Wires are \$60)
- Suncloud Polarized Reader program at \$80 (Wires are \$90) retail price point
- 100% Polarized
- Lifetime warranty
- Micro fiber storage bag/cleaning cloth
- 60% margin before discounts!
- **10% buying group discount (yields 65% margin) with Net 60 dating. 12 pair minimum order.** You pay \$17.77 after discount and earn \$32.23 per unit or 65%.
- **January Show only deal: Buy 48 units and get May 15th dating on one shipment per door and FFA (ground) if paid on time.**
- Reorder terms: 10% discount, 60 day and freight collect.
- Open sell 24 and 36 piece counter or 60 and 96 piece floor displays: Free with minimal freight charge. Required orders of 30 & 48 pieces for counter displays, 72 & 120 pieces for the floor displays.
- Stock rotations, see rep for details.
- SMITH customer service and sales force. Shipping FOB, Clearfield, UT.





DATING PROGRAM

- There are 2 due dates for orders of 48 units or more. Each order of 48 units or more qualifies for which ever date is furthest out.
 - Date 1 – March 15th
 - Date 2 – September 15th
 - Examples:
 - Order 150 units on 2/1/14 = Due date of 9/15/14
 - Order 100 units on 6/1/14 = Due date of 3/15/15

Orders for less than 48 units carry terms of Net 60.

BUYING GROUP BAKERS DOZEN

- All Buying Group orders of 48 units or more will receive 1 free non-polar Forecast sunglass for each 12 units ordered.

