

The Retailer Program

Here's the deal.

If selected, you will be the only one. Solo. Single. Nobody else.

Here's how it works.

With our exclusive Pulse Retailer Program you get territorial protection. You will be the only Pulse sales outlet and retail show room within a population radius of about 2 million people.

Pulse selects only the best retail partners based upon their reputations, service, tastes and location.

Here's what you get out of it.

As an exclusive marketing partner and a member of the select Pulse Furniture Design Retailer Program you will enjoy many benefits:

- A fabulous line of hip, well made contemporary furniture that will fly off the showroom floor
- Territory exclusivity
- 2% annual co-op advertising rebate
- In-store point of purchase materials
- One full set of fabric swatch books (additional sets available for a small fee)
- Representation on www.pulsefurnituredesign.com in the show room locator section
- Pulse catalogues
- A range of furniture with all styles starting below \$700 USD

To the Trade.

Pulse Furniture Design employs only in-house customer service reps that have your best interest in mind. We want to be your partner, not your competitor. We sell directly to the trade only, so all the business in your area is just that, yours.

What do we want in return?

In order to maintain territorial exclusivity, retailers must display at least 4 units on the floor at all times and purchase more than \$100,000/yr USD in Pulse Furniture Design products annually. That part will be easy once your customers get a look at this stuff.

Retail partners must provide local designers 20% off retail prices on all Pulse products in order to maintain territorial exclusivity. Retail pricing is up to you. It's your business not ours.

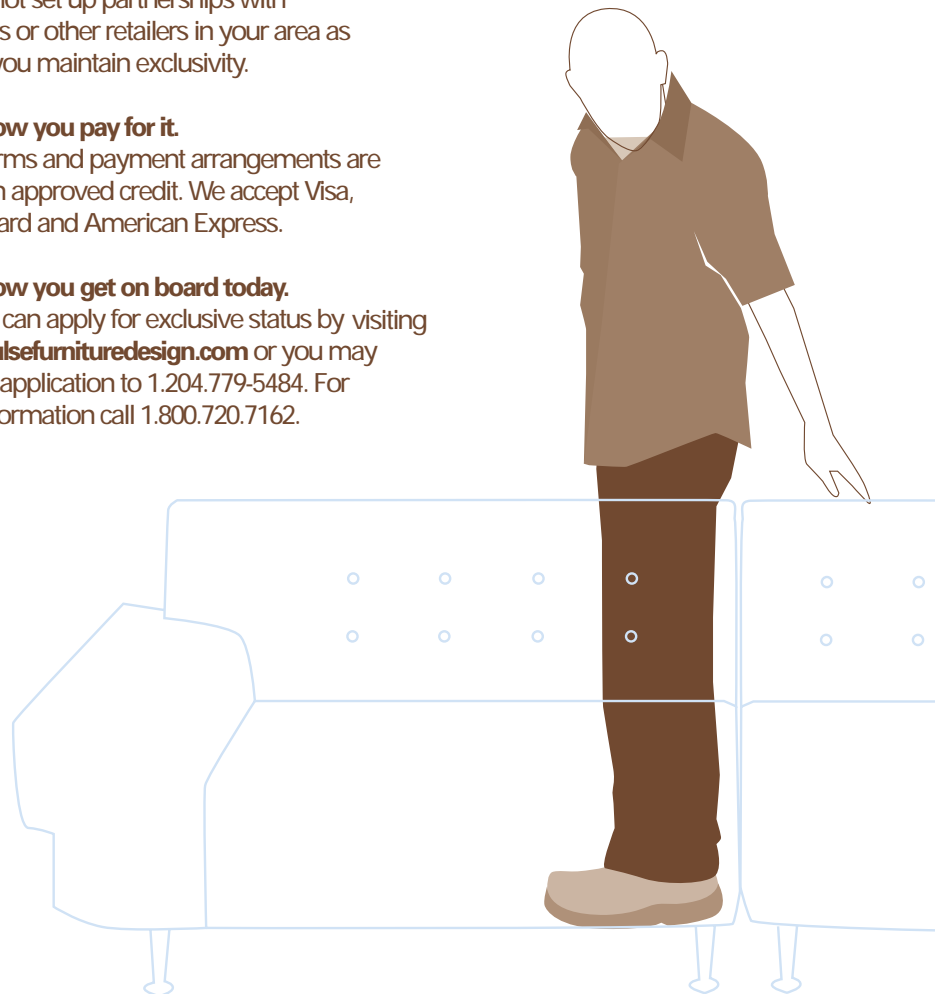
We will not set up partnerships with designers or other retailers in your area as long as you maintain exclusivity.

Here's how you pay for it.

Credit terms and payment arrangements are based on approved credit. We accept Visa, MasterCard and American Express.

Here's how you get on board today.

Retailers can apply for exclusive status by visiting www.pulsefurnituredesign.com or you may fax your application to 1.204.779-5484. For more information call 1.800.720.7162.



Application

To apply: Fax application to 204.779-5484 or visit www.pulsefurnituredesign.com

Trade Name: _____ Corporate Name: _____
 Address: _____ City: _____
 State / Province: _____ USA/Canada _____ Zip / Postal Code: _____

Primary Contact: _____
 Phone: _____ ext: _____ Fax: _____
 E-Mail: _____ Cell Ph: _____ Home Ph: _____
 IRS #: _____ Revenue Canada #: _____
 Secondary Contact: _____ Phone: _____ ext: _____

Description of Business: _____

Years in Business: _____ # of Staff: (full-time) _____ (part-time) _____
 Showroom Size: _____ Description _____ Rented / Owned (circle one)
 Revenue Last 3 Years: _____ / _____ / _____
 Revenue Contemporary Last 3 Years? _____ / _____ / _____
 Company Principles: _____ Title _____
 _____ Title _____

Your Competition: _____
 Your Competitive Advantage: _____

Goals with Pulse Design? _____

Name of Bank: _____ Phone: _____ Contact: _____
 Complete Address: _____

The following three trade references may be contacted:

Name	Contact	Phone #	Fax #
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

The following three customer references may be contacted:

Name	Contact	Phone #	Fax #
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

For Internal Use Only:

Date Received: _____ Signed by: _____
 Approved: Yes _____ No _____ Customer #: _____
 Credit Line: _____ Credit Terms: _____