



## STX ON-LINE DISTRIBUTION POLICY

Managing distribution channels is fundamental to STX's business. Of related importance is the financial health of STX's customers with whom STX plans and executes co-op marketing and sales programs, including dealers that maintain a store-front. Accordingly, STX has developed a policy whereby certain STX products will be subject to the on-line listing restrictions set forth below.

STX is committed to the long-term success of brick and mortar retailers and the role they play in the efficient distribution of sporting goods. Store-front retailers uniquely function to provide consumers with information, product expertise and hands-on buying experiences that is not otherwise available in the marketplace. They vitally assist the manufacturer in communicating a brand's message. Therefore, it is STX's belief that retailers, consumers and the overall marketplace are best served when consumers look first to authorized brick and mortar retailers for newly-released, elite player products. To further that objective and to orient consumers in that direction, STX maintains the following on-line distribution restrictions (including third party and retailer-controlled websites) for the products designated by STX here or elsewhere:

1. Retailers desiring to offer the below listed products for sale on their own website properties must first obtain written authorization from an STX officer. In the event of STX's authorization:
  - a. authorization is valid only through August 31<sup>st</sup> of the year granted (authorization is reviewed each year for the period September 1 – August 31);
  - b. STX's current MAP policy applies;
  - c. Nike products are excluded from on-line website authorization.
2. The STX products identified below (or at <https://www.stx.com/legal>) **MAY NOT** be offered for sale on or through any third party on-line website, specifically Amazon, until the designated "Earliest Possible Date for 3<sup>rd</sup> Party Website."
3. STX reserves the right to be the first to list any of the products listed below on Amazon. Once STX lists a product on Amazon, Amazon-authorized retailers may follow by attaching their offer to the STX-owned ASIN (Amazon Standard Identification Number), a unique identifier for each product on Amazon.
4. STX products **MAY NEVER** be offered for sale on or through eBay, SidelineSwap, Alibaba or any other online marketplace.

Violations of the Policy will result in (i) prompt notice of the loss of all on-line website rights through August 31 of the year in which a violation occurs; (ii) further restrictions with respect to on-line websites in the succeeding year starting September 1<sup>st</sup>; and/or (iii) potential change in status as an authorized STX retailer.

A retailer's order placement with STX will be deemed an acknowledgment of and consent to the terms of this Policy.

The schedule below is subject to change in STX's discretion, notice of which will be posted on STX website: <https://www.stx.com/legal>.

**STX.COM**

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BALTIMORE, MD 21230

800.368.2250



The following products are restricted from release on third-party websites, including Amazon and other marketplaces.

#### Elite Player Products

<b>Product</b>	<b>Earliest Possible Dates for 3<sup>rd</sup> Party Website (with Authorization)</b>
Surgeon 700 Gloves and Padding	January 15, 2020
Exult 600 Head, Handle, Complete Stick	October 19, 2020
Hammer 700 Def Handle	October 19, 2020
Duel 2 Head	October 19, 2020
Duel 2 Pro Strung Head	October 19, 2020
Alliance 2D Composite A/M Handle	December 1, 2020
Axxis Head, Handle, Complete Stick	October 15, 2021
Stallion Omega Unstrung & Pro Strung Head	October 15, 2021
Hammer Omega Unstrung & Pro Strung Head	October 15, 2021
ScTi X Alloy A/M & Defense	October 15, 2021
ScTi R Alloy A/M & Defense	October 15, 2021
ScTi S Alloy A/M & Defense	October 15, 2021
Surgeon RZR Gloves & Padding	October 15, 2021
Shield 600 Chest Protector	October 15, 2021
Fortress 700 Head, Handle, Complete Stick	October 15, 2021

#### Non-Elite Player Products

<b>Product</b>	<b>Earliest Possible Dates for 3<sup>rd</sup> Party Website (with Authorization)</b>
Stallion 75 Gloves & Padding	September 1, 2020

Updated January 2020