

Attends.com Partner Program

Effective September 23, 2010

- Applicable for all resellers
- Supersedes all prior Attends.com listing policies
- Subject to change by Attends Healthcare Products without notice

Introduction to Attends Healthcare Products (AHP) Partner Program

Since dealers and retailers are the primary means for delivering our products to the growing homecare market, we know our success depends on you. We recognize the importance of driving traffic to your stores and providing your consumers with an easy online purchase experience. Incontinence is a category where consumers may be uncertain about what product or products most suit their specific medical needs. To simplify the consumer shopping experience, we look to form partnerships with our resellers that deliver consistent product descriptions, imagery, pricing and specifications.



We offer you the opportunity to be listed on our website as an authorized reseller. To help increase your visibility and gain valuable customers by being one of those listed, please visit us [here](#) to submit your request. In exchange for this free service, we ask all resellers to meet the following requirements. Failure to comply with these guidelines will result in the retailer's website being deleted from our "Where to Buy" listings.

Reseller Requirements

1. Partner listing is at the sole discretion of Attends Healthcare Products.
2. You **must use current and accurate artwork and information** for all AHP brands you market on websites or printed materials. Reseller must make certain that product listings are accurate with trademarks represented accurately. All artwork and copy must be approved by the AHP Marketing Department before it is published. Web links and material proofs should be emailed to Sara Nicholson at snicholson@attends.com.
3. You **must purchase a minimum of 250 cases per month and at least 12 AHP skus** from an authorized AHP distributor. Sales tracings are reviewed by AHP monthly to determine if this volume hurdle is being met.
4. Partners must **participate in business reviews** with an AHP representative a minimum of twice a year to determine opportunities for future growth.
5. Reseller may NOT, under any circumstances, "Cross-Sell" competing brands against AHP product lines.
6. If reseller discontinues any AHP products, the reseller must notify AHP at snicholson@attends.com immediately to determine if this will affect their listing.
7. It is NOT acceptable to mark an AHP product as "discontinued." Nor is it acceptable to run a "Compare & Save" flag, advertisement or link off of any AHP product whether it's "out of stock" or "in stock".

Additional Requirements for Web Retailers

In addition to the requirements listed above, all web partners must also meet the following stipulations...

1. You must **provide an ecommerce solution** on your site.
2. **You must have a dedicated Attends page or URL.** The link from our Attends "Where to Buy" page must link directly to a dedicated Attends page, NOT your website's homepage. This page should have NO reference or link to competitive incontinence products and must list all AHP brands you carry.
3. AHP will use sales performance, brand support, end-user experience, and market potential to rank our partners in one of two locations:
 - a. A main page reserved for our top performing partners
 - b. A sub-page for all other partners
4. All AHP branded product logos or package icons that link to product information must connect to a description of that specific product.

Recommended Products and Pricing

While Attends Healthcare Products offers a complete line of adult incontinence products, we recommend the following core assortment of items for meeting customer needs and driving volume:

- Attends® Protective Underwear
 - With Leakage Barriers (S, M, L, XL): [Attends® Super Plus Absorbency Protective Underwear \(APP0710, APP0720, APP0730, APP0740\)](#)
 - Without Leakage Barriers (M, L, XL, XXL): [Attends® Extra Absorbency Protective Underwear \(AP0720, AP0730, AP0740, AP0750\)](#)
- Attends® Briefs
 - Standard Sizes (S, M, L, XL): [Attends® Extra Absorbent Breathable Briefs \(BRBX10, BRBX20, BRBX30, BRBX40\)](#)
 - Specialty Sizes: [Attends® Youth Briefs \(BRCL1000\)](#), [Attends® Breathable Briefs XXL \(BRB50\)](#), and [Attends® Bariatric Briefs \(BREZ1090\)](#)
- [Attends® Ultra Plus Bladder Control Pads \(LP0500\)](#)
- [Attends® Male Guards \(MG0400\)](#)
- [Attends® Pre-moistened Washcloths \(WCPP1000\)](#)
- [Attends® Retail Underpads \(UFS236RG\)](#)

We recommend pricing AHP products just below other national brands but above private label offerings.

For any questions about the Attends.com Partner Program, or for help in meeting the requirements, please contact Sara Nicholson in the Attends Marketing Department at 252.752.1100 ext 8490 or by email at snicholson@attends.com.

