

Sales Terms and Conditions and Internet Guidelines

Effective January 1, 2022

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1. General Overview and Purpose

Alden Parkes, LLC is a U.S. owned company with its manufacturing facilities located in Indonesia, Vietnam and the U.S. Alden Parkes is a full line furniture manufacturer offering bedroom, dining room, occasional, upholstery, and accessory categories, including a comprehensive mirror selection. We provide our customers an extensive choice of finishes and offer COM as well to allow our customers personalization and individuality, suited to specific applications.

In the interest of maintaining the integrity of our brand and the exclusive nature of our products, Alden Parkes wishes to clarify for all our customers certain policies and procedures regarding the Alden Parkes' product line. Such policies include general terms and conditions of business, use of advertising and marketing materials, pricing and Internet representation, including an IMAPP (Internet Minimum Advertised Pricing Policy) and Logistics.

2. Credit Terms

- **Qualifying for Credit:**

Open credit terms are considered upon the receipt of an Alden Parkes credit form accompanied by the customer's certificate of resale. A minimum order of \$3,000 is required to be considered for credit terms. We will request a Dunn & Bradstreet or Lyons rating for verification of the customer's payment history. Payment terms for customers approved for credit are Net 30-days from date of invoice.

- **Past Due Invoices:**

Invoices that are past due are subject to an interest charge of 1.5% per month, 18% per annum.

- **Pro-forma Accounts:**

Accounts who do not meet the criteria for open credit terms or who have poor payment history will be processed as pro-forma accounts. Pro-forma orders will require a 50% deposit with the order, and the balance prior to shipping when the order arrives at our distribution center.

- **Resale Certificates:**

Resale certificates are required of all our customers before we can exempt orders from sales tax. A resale certificate will contain a valid sales tax exemption number for its respective state. If a trade customer is unable to provide Alden Parkes with this certificate, sales tax will be applied to all purchases and retail pricing will apply.

- **Credit Card Payment:**

We accept credit card payments from American Express, Discover, MasterCard and Visa.

3. Pricing Policies

Prices are subject to change without notice. Price increases will be communicated to customers via our Sales Representatives and/or Alden Parkes management and will be supported by updated price lists that will be distributed by email to our customer base. *Alden Parkes reserves the right to modify its pricing and pricing policies at any time at its discretion.*

- **ORDER CANCELLATION**

Scheduling for the manufacture of merchandise is begun upon receipt of the order and issuance of the Order Acknowledgement. Cancellations after 5 working days from the Order Acknowledgement date will be subject to a 30% cancellation fee at Alden Parkes' discretion.

- **SPECIAL ORDER PRICING**

Orders requesting changes in finish or dimensions are considered special orders. Special orders are not cancellable once accepted in our order processing office. A non-refundable 50% deposit is required for all special orders regardless of customer's credit standing.

- **CUSTOM ORDERS**

Alden Parkes furnishings can be selectively customized depending on the complexity of the item. Existing items may be customized to larger or smaller lengths and each customization request will be taken into consideration based on the complexity of the item and the redesign and reengineering required versus the cost. Unless previously approved, we require a minimum quantity of 12 of a single design to offer customization. This minimum quantity may be adjusted by Alden Parkes prior to final approval. All requests for customization need to be submitted in writing and faxed to Alden Parkes' home office, Attention: Order Processing Dept. All customized items will incur additional costs that will be reflected in quoted pricing. Custom orders will require a 50% nonrefundable deposit with the order and are not cancellable.

Alden Parkes has the ability to customize existing product or new products to meet contract specifications. These orders will necessitate special pricing based on quantity and features. Please contact your local sales representative for contract quotes, or our office at 336-885-2265. Although as a general rule we require a minimum quantity of 12 or more items of a single style, we will take into consideration the scope and magnitude of the project if the minimum requirements are not fulfilled. Full Customization, defined as the customization of a product originating in design from the customer, is considered on a project-by-project basis and is based on sizeable product volume. Customization of Finishes is exclusively reserved for high-volume projects and is at the discretion of Alden Parkes' Design and factory teams.

- **CONTAINER PRICING**

Container Pricing may be available for orders, depending on the product being ordered. Please contact your local sales representative for additional information on container incentives, terms and conditions.

- **PRICING SURCHARGES**

Pricing surcharges will apply for the following changes to existing product:

- **Changes of finish:** *Changes in finish from the standard or available finish as listed in our catalog and/or website will incur a surcharge. Finish changes must be approved by Alden Parkes prior to being accepted. Surcharges may vary based on the item, please consult Alden Parkes, the current price list or your representative for details.*

- Surcharges on finish changes may be waived for quantities of twelve (12) or more of the same item or may be waived at Alden Parkes' discretion.

4. COM/COL Guidelines

COM Fabrics or COL Leathers:

Customers may opt to use their own fabric or leather selections on Alden Parkes' upholstery. **The "COM or COL" price incurs an upcharge for fabric, leather or vinyl.** Surcharges may vary based on the item, please consult the current price list for details. The required yardage information is available in our catalogue. When placing orders with COM/COL, customers will receive, along with their order acknowledgement, specific tagging and shipping instructions that will facilitate the identification of the fabric at our local upholsterer's location. Any special instructions on the positioning or application of fabric/leather need to be included with your order. Please note that all COM will be cut with major motif in a vertical manner unless otherwise specified, including stripes and textures.

Customers must supply detailed COM or COL instructions along with each related order. COM or COL orders will be subject to a non-refundable 50% deposit upon customers acceptance of the Order Acknowledgement. Customers are fully responsible for ensuring that the fabric or leather that they have supplied/ordered/provided to Alden Parkes for application on Alden Parkes' furniture is suitable for the design, shape and features of the frame, seat, curtain, pillow, welt, cushion and/or back that is being upholstered. Further, Alden Parkes is not responsible for either the short-term or long-term characteristics, quality, weave, wear-ability, durability, color-fastness, flammability, suitability or any environmentally detrimental effects of any COM or COL or to advise the customer in this regard. Alden Parkes may at any time refuse, at its sole discretion, to use and/or apply a COM or COL and customer is then fully responsible for the return of the COM or COL and any and all charges pertaining thereto, including the costs of disposal.

PLEASE Call Customer Service to confirm the correct address for each COM or COL order.

Sidemarked: Customer Name and Items to be upholstered.

5. Logistics and Product Standards:

- **FOB:** Our main distribution center is located in High Point, North Carolina.
- **Freight:** Collect by the carrier of the customer's choice. If the customer does not specify a carrier, Alden Parkes will select a carrier based on the best quote available. Freight charges are collect unless different arrangements have been made previously. White Glove Service is available via a pool of carriers offered by Alden Parkes. Referral to a freight carrier or White Glove delivery service is by no means indicative of our responsibility in the handling or delivery of freight. Customers are encouraged to use their own freight carrier or obtain comparable quotes. Freight is quoted based on delivery to a business address. Please contact our corporate office for any freight quotes involving residential or white glove service deliveries.
- **Freight Policy:** Title passes to the purchaser at the time the goods are picked up by the carrier at our distribution center. All products are carefully packed and inspected prior to shipment. The refusal of damaged merchandise in no way relieves the purchaser of responsibility for payment of goods. We are not responsible for loss or damage in transit. Should visible or concealed damage occur in transit, immediately notify the delivering carrier with initial notification of intent to file a claim. If you are unable to inspect the order on delivery, we suggest you sign the bill of lading as ***"Received, not inspected, no visible damage apparent."*** This enables purchaser to pursue a claim with the freight carrier.
 - **Please note:** Failure to report concealed damage within 15 days of receipt will result in your claim being denied.
 - In the event of apparent damage, the damage must be noted on the carrier's bill of lading. Apparent damage is solely the responsibility of the freight carrier but must be indicated on the carrier's bill of lading by the customer.
- **Return Authorization:** No returns will be accepted without written consent from Alden Parkes' Customer Service Department. Unauthorized returns will be refused at the customer's expense. A 20% restocking charge will be applicable. All credit for returned merchandise is subject to our inspection upon its arrival at our facility. To insure the highest possible credit, return the product in its original box and packing material.

6. Limited Warranty & Product Standards

Alden Parkes, LLC furniture is manufactured in accordance with the highest standards of quality and is warranted to the original purchaser to be free from defects in materials and workmanship for one year. Due to variations in color, texture and grain in wood products, the products are not warranted against such variation.

This warranty does not cover damage or injury caused in whole or in part by unreasonable or abusive use, by failure to provide necessary or reasonable care or repair, or by accident, alteration, misuse, tampering or negligence or any other causes.

Alden Parkes' obligation under this warranty is limited to refund, repair or replacement, at the sole discretion of Alden Parkes, LLC. For all warranty claims:

- High resolution photos and an accompanying explanation of the issue must be provided.
- Alden Parkes may require verification by an Alden Parkes' representative or an independent furniture professional of Alden Parkes' choosing, in order to validate or refute the claim.
- All repairs and associated costs must be authorized by Alden Parkes. All repairs shall be performed by a furniture repair professional approved by Alden Parkes. Alden Parkes reserves the right to refuse to repair any of its products.
- All replacements authorized by Alden Parkes may be issued a Return Authorization and the product shall then be returned to Alden Parkes in order to receive a credit or a refund for the returned product. Alden Parkes reserves the right to refuse to replace any of its products.

Alden Parkes' products are developed for both their beauty and quality. Many of Alden Parkes' products have been hand carved from solid hardwoods and finished by master craftsmen. While every effort is made to maintain uniformity, slight variations may occur. Such distinctions are regarded as the peerless character of each individual piece, which makes Alden Parkes' products truly unique in a world of mass-produced conformity, and as such should not be construed as a flaw. We are proud of our products and have referenced wood and manufacturing techniques in general terms throughout our marketing materials and website.

Wood/veneer species, product composition, and manufacturing techniques vary by product and may change over time without notice. Final products may vary in color, finish, size, fabric, or other features. Finishes may change over time due to natural effects of aging and environmental conditions. All finishes and furniture may be affected by UV rays, humidity, temperature, cleansers and chemicals. Alden Parkes is not responsible for the effects of these variables on its furniture or finishes.

Alden Parkes uses the finest finishing materials and processes available. Items with rubber, silicone, plastic or vinyl bases may adhere to the lacquer topcoat or cause lacquer finishes to blister, peel or cloud. **DO NOT LEAVE THESE ITEMS ON YOUR FURNITURE, EVEN OVERNIGHT.** When such items must be placed on wood surfaces, we recommend using felt tabs or other such protection. Alden Parkes does not recommend the use of glass tops over desks, occasional tables, etc.

The manufacturers of upholstery fabrics do not guarantee their products for wearing quality or color fastness. Consequently, Alden Parkes will be unable to honor adjustments, claims or credits for these properties unless otherwise approved. This warranty does not cover defects or unusual sewing and tailoring characteristics due to the fabric or material supplied by customers. All COM fabrics will be processed, cut and sewn, with the same high quality Alden Parkes' standards.

Alden Parkes' obligation under this warranty does not cover and cannot be responsible for the quality, color, natural characteristics or weave characteristics of COM/COL fabrics/leathers. Alden Parkes' obligation under this warranty does not cover and cannot be responsible for the way COM/COL fabrics/leathers drape or tailor with regard to certain applications. We will apply all COM/COL fabrics/leathers with the same high quality standards as all other fabric/leather applications. We advise you to state on your order to your fabric/leather supplier that you expect fabric/leather to be inspected for any defects before shipment to Alden Parkes.

Alden Parkes is not responsible for either the short-term or long-term characteristics, wear-ability, color-fastness, flammability, suitability or any environmentally detrimental effects of any fabric or leather that it provides as part of its upholstery or which it has applied to an upholstered item.

Alden Parkes furniture is warranted under this warranty and no other. If any unapproved alteration or adjustment is made to Alden Parkes furniture by anyone other than an Alden Parkes associate or a vendor approved by Alden Parkes, this warranty becomes null and void.

Alden Parkes provides Care and Cleaning Instructions for many of its products. Failure to follow these guidelines renders this warranty null and void.

7. Damaged Items – Procedures

We would like to assure you that as an Alden Parkes customer your shipments are given all of the professional attention possible to carefully load and deliver your merchandise to you in a safe and damage free condition, minimizing the need for filing a freight claim. We have prepared the following outline to ensure that any occurrence of freight damage is properly identified and processed correctly and expediently. Please ensure that the appropriate person with your company is thoroughly familiar with these procedures. Should you have any questions or require explanations please contact our customer service department at: 336-885-2265 or email as noted below in Section 10 – Contact Information. We work closely with many freight companies and can often provide assistance during the claim process. Please refer to our Freight Policies above. If you are unable to inspect the order on delivery and there is no visible damage, we suggest you sign the bill of lading as ***“Received, not inspected, no visible damage apparent.”*** This enables purchaser to pursue a claim with the freight carrier.

- . First and foremost, carefully examine all items being delivered and take the appropriate valid exceptions to any carton condition such as, crushed, gauged, torn or visible damage. Make sure that the freight company's driver initials these exceptions on the original freight bill. If no exceptions are taken at the time of delivery, then any subsequent damage is handled on a "CONCEALED DAMAGE" basis, with you, the customer, having only 15 days to notify the carrier of any concealed damage.
- . If there is visible damage, clearly indicate it on the freight bill and have the driver initial the exception. After you have received and signed for your shipment open all cartons that reflect any noted exception condition as soon as possible to verify if damage does in fact exist.
- . Most freight carriers have an allowable 15 days for the consignee to unpack the merchandise and report freight damage. Therefore, as long as you have made the proper exception on the freight bill, it is not necessary to detain the delivery agent's driver while you unpack and inspect the merchandise.
- . If you find freight damage, be sure to "RETAIN THE ORIGINAL CARTON AND THE COMPLETE INNER PACK MATERIAL and then immediately contact the carrier that is indicated on the freight bill. Advise the carrier of the freight bill number and that you have damaged merchandise and that you are requesting an inspection. We also recommend that you send an email to provide a written confirmation of your freight inspection request.
- . The carrier or the agent will make the freight damage inspection. This is generally done within five (5) to seven (7) working days from the time you make the request verbally. If for any reason the inspection is not made within the prescribed time frame, then we ask that you contact the carrier again requesting an inspection immediately.

In certain cases if exceptions were taken upon delivery the carrier may choose to waive inspection and therefore advise you to file your own inspection report (on your own letterhead) and proceed to have the damaged item repaired and file a claim accordingly as required by the procedure.

The inspection report should indicate a complete detailed description of the damage and all comments as to whether the merchandise is repairable or not. Please note that all repair bills should reflect the hourly rate and number of hours required to repair a damaged item. In the event it is determined that the damaged item cannot be repaired, salvage procedures are in order. Damaged items should only be released for pick up to the original carrier; this is required as a precaution to avoid freight charges on return. Also be sure to get a "PICK UP" receipt for any merchandise released to the carrier. The salvage receipt is required to be submitted when you file your freight claim.

After the freight inspection and above listed procedures have been followed, freight claims will be filed in the following manner: ALL FREIGHT CLAIMS SHOULD BE FILED WITH THE CARRIER OR AGENT INDICATED ON THE FREIGHT BILL. Use either a standard freight claim form provided by the carrier or your own company's letterhead to file your freight claim. Provide and include copies of the following:

- . A copy of the signed freight bill
- . A copy of the freight inspection report
- . Photographs of the damaged item/s
- . A copy of repair bills, if item is repairable
- . A copy of the original factory invoice for damaged item
- . Upon receipt of your freight claim, the agent will investigate and immediately process the freight claim based on facts.

Freight Claims for Items Reported Short on Delivery: In the event you have a freight claim for an item that was marked short on the freight bill at the time of delivery, you will also file your claim directly with the carrier, follow the steps outlined previously and include a copy of the signed freight bill, a copy of the factory invoice indicating price and pro rated freight charge for the lost item.

Although it is unlikely, a shortage on delivery could mean that an item was accidentally unloaded to someone else. Please sign the freight bill and have the driver initial your shortage. Call the carrier immediately and follow up with an email. If the item short has not been delivered in 15 days from the date of the original delivery, notify the carrier again by email.

Freight Claim Processing Time: The normal processing time after a freight claim has been filed is approximately 45 to 60 days. In the event your freight claim has not been resolved within this time frame, please follow up with the courier.

We would encourage you to set up meetings with your receiving department or warehouse personnel to ensure that these instructions are carefully followed. Should you need any further explanation, or have additional questions, please contact Alden Parkes' customer service. We will be glad to assist you when possible.

We hope that this has provided you with a better understanding and clear direction as to how your company should handle receiving of your shipments and the filing of freight claims when necessary.

8. Marketing and Advertising Policies

Prior to engaging in marketing activities involving our brand and our logo, customers must obtain written approval from Alden Parkes. Our marketing department will guide you through the most effective use of our name, logo, images of our products, etc, to insure the most successful marketing

effort for each respective application. The following are examples of some Alden Parkes **approved marketing initiatives**: print advertising, signage, special events, and billboards. While these are all common methods of generating marketplace interest, customers are still required to submit marketing campaigns for review, before launching. Other media may be submitted for approval via written request to our marketing department and will be approved on a case-by-case basis. Conversely, the following examples are **not approved methods** of showcasing the Alden Parkes brand: ads that have not been approved by our marketing department, multi-vendor ads, bench, bus or radio advertising, yellow page ads, advertised specials discounting Alden Parkes' products, the insertion of coupons or discount terminology in any Alden Parkes advertising and any alteration of the Alden Parkes' logo, tag lines and/or product descriptions.

- **MARKETING SUPPORT MATERIALS**

- . If you need assistance with images or any type of advertising material, up to and including the actual setup and layout of your ad/marketing campaigns, please follow this procedure:
- . Send a written request via email to marketing@aldenparkes.com
- . Include the following information:
- . Name of publication
- . Materials due date
- . Desired image/visual
- . Material specifications for publication
- . Attach any logo and/or other information to be included
- . If you are requesting assistance in the layout of collateral materials, please allow 10-14 business days for artwork to be produced.

- **BRAND REQUIREMENTS FOR VISUAL MATERIALS**

In the obvious interest of maintaining brand consistency and integrity, customers are not allowed to alter any visual marketing tool provided by Alden Parkes, such as logo formats, type of fonts used, size of logos and/or fonts, position of the website in relation to the logo and company name, use of images and/or illustrations, tag lines, product/collection names or any other. Deviation from the standards Alden Parkes has established as elements of its brand detracts from brand perception and leads to incorrect representation or worse, misrepresentation. Always consult the Alden Parkes Marketing Department for clarification of creative visual requirements, BEFORE proceeding with any advertising materials.

- **PLANNING EVENTS**

When planning special events around our products and our brand, customers are required to adhere to the following procedure to insure the proper planning, promotion and execution of such brand related events. E-mail our Marketing Department at marketing@aldenparkes.com or fax your materials to 904-425-8919 and a response will be provided within 7 business days.

Materials should include:

- . A description of the event
- . Target audience
- . Concept (i.e.: showroom opening, new collection debut)
- . Proposed/scheduled date of event
- . Desired participation from Alden Parkes
- . Press support

- . Invitations or collateral material support
 - . Alden Parkes Representative/Manager in Attendance
- **E-MARKETING** – Alden Parkes has embraced the power of the Web and is a brand on the forefront of technology. Alden Parkes supports customers who wish to develop their business using this tool. Upon prior written approval, the Alden Parkes name and logo may be used on a customer's website. Customers can link their own websites to ours, after obtaining written authorization to do so. If a customer intends to engage in e-commerce activities through their website, product presentation and Internet pricing must comply with both Alden Parkes' marketing materials guidelines and with our published **IMAPP policy**, which can be found in this document. If you are planning to showcase our products online, there are two types of approved images available to Authorized Dealers for this purpose:
 - . An original Alden Parkes image file requested from the Marketing Department.
 - . An image that was pre-approved by the Alden Parkes Marketing Department prior to posting.

In addition, the following are examples of permitted online marketing opportunities available to customers with written pre-approval from Alden Parkes:

- . Facebook posts
 - . Instagram posts
 - . Pinterest posts
 - . E-newsletters
 - . E-blasts
- **SALES MATERIALS**
 Alden Parkes has developed a wide assortment of professional sales materials that comprehensively support its product line and serve as invaluable sales tools for our customers. This array of materials ranges from superb product presentation in the form of our attractive and easy to use catalog, to CDs, fabric samples, customers are provided such materials at cost or in some cases free of charge. In return, we expect the customer to maintain the materials in a prominent position in its place of business and actively show them to their own customers in order to promote sales for our line. If you need additional materials, these are available through your Alden Parkes sales representative or by sending your request via e-mail to info@aldenparkes.com. Alden Parkes remains the owner of all sales materials and reserves the right to regulate distribution of such materials as appropriate to its distribution strategy.
- **OUR WEBSITE**
 Our website can be found by logging onto www.aldenparkes.com. Whether looking for a unique design within a product category or surfing our extensive offering of exclusive furnishings, our Alden Parkes website is designed to provide easy accessibility to our product line up and updates on Alden Parkes industry events.

9. IMAPP (Internet Minimum Advertised Pricing Policy)

Please pay particular attention to this policy as it contains conditions of sale relating specifically to Internet sales. It does not amend, supersede or otherwise invalidate the Alden Parkes Sales Terms and Conditions which is provided to all Alden Parkes customers. Please communicate our IMAPP to all members of your organization, as lack of awareness of our terms and conditions does not exempt the customer from accountability under this policy.

Alden Parkes desires a mutually profitable relationship with its customer base. As a result, we wish to establish a minimum advertised pricing policy that will govern Internet selling. This policy applies to our entire customer base. It covers **only sales generated through an Internet website or ecommerce website where prices are listed or advertised in any manner and orders for products may be generated and includes Phone Orders resulting from such a website.** It encompasses all Alden Parkes products offered for sale at any given moment regardless of their visual presence or reference in catalogues, price lists or any other type of sales materials. Products not appearing on published literature are still covered by the policy. The policy also covers any Alden Parkes product currently sold or sold in future under any marketing name and/or marketing program associated with the Alden Parkes brand.

This policy is effective January 1, 2022 and unilaterally amends previous IMAPP agreements. All other current terms and conditions of sale previously established between Alden Parkes and its customer base remain unaltered, unchanged and in effect.

The policy is unilateral. Alden Parkes does not seek or solicit, consider, agree, discuss, request or demand recommendations, comments, etc, regarding this policy with any customer. All matters of interpretation of this policy remain within Alden Parkes sole authority and discretion. In addition, Alden Parkes does not seek or accept any assurance of compliance with or agreement to this policy. The policy is subject to revision, modification, suspension and/or termination at any time by Alden Parkes and we reserve the right to adjust the minimum advertised pricing covering all products at any time.

IMAPP POLICY TERMS

1. The minimum advertised pricing policy (IMAPP) established by Alden Parkes shall be 20% off the retail pricing as established in our published retail price lists currently in effect.
2. The policy automatically adjusts with any price changes effected upon the current price lists, including price increases, decreases, product additions, deletions and any and all changes required by Alden Parkes.
3. Customers are not permitted to advertise or promote Alden Parkes' products via the Internet, at prices that are below IMAPP or implied to be above their cost. Online terminology that results in less than IMAPP pricing is in violation of our policy. For example: advertising on a website that AP products are sold "20% above retailer/designer/stocking dealer cost" means that prices offered as such can be calculated. The result of such calculation would be below 20% off retail pricing and would therefore violate our IMAPP. Customers are equally not permitted to sell products via the Internet to any person or reseller who will then advertise or promote our products online at prices that are below the IMAPP.
4. Customers will not use rebates, discounts, coupons, bundling, promotions, giveaways, gift certificates or any and all advertising methods and/or incentives effected upon orders, current or future, placed via a website and/or ecommerce site, where the cumulative effect of the

scheme is to reduce the advertised price of Alden Parkes products below the pricing set by this IMAPP.

5. Customers will not use “click-ons”, “click-throughs” or any type of website functionality designed to arrive at automated quotation pricing systems, at other affiliated or independent websites or at any other method of selling that will permit pricing to result in less than what is permitted by the IMAPP.
6. Customers will not resell Alden Parkes products to other Alden Parkes customers via the Internet.
7. It is a violation of the Alden Parkes' IMAPP to sell groups of products as “lots” priced lower than the sum of the individual price of each item in the lot and therefore below IMAPP.
8. At the discretion of Alden Parkes and with advance notice and express authorization, customers may advertise temporary online sales of Alden Parkes' products. These sales events may never exceed two per year and the duration of each event cannot exceed five consecutive days. During these events, Alden Parkes may authorize the specific customer to advertise Alden Parkes' products online at less than the IMAPP requires but only after specific authorization has been granted on every occasion.
9. It is also a violation of the IMAPP to list Alden Parkes products on, or associate Alden Parkes with, any open auction sites (such as e-Bay) without specific permission. This includes discontinued product that is new and has not been previously sold. Additionally, selling Alden Parkes products to any individuals or companies that resell these products on any open auction site will be a violation of this policy.
10. Customers who restrict access to the information and/or pricing listed on their website to users with a log-in and password will provide access to Alden Parkes by allowing Alden Parkes to also establish a valid log-in and password in order to verify customers compliance with this IMAPP.
11. At Alden Parkes’ request, customers will provide Alden Parkes all ecommerce website addresses listing Alden Parkes products.

IMAPP VIOLATIONS AND DISPUTE RESOLUTION

If a violation of the IMAPP is brought to our attention, Alden Parkes will conduct an investigation to determine unilaterally if action is warranted. We reserve the right to use any and all appropriate methods at our discretion to determine whether the IMAPP was in fact violated. In the event of a violation, Alden Parkes will unilaterally advise the customer in violation and will provide written notice of such violation. Customers will be required to stop Internet selling and listing of our products IMMEDIATELY upon notification of violation. We reserve the right to take corrective action against offending customers. Such actions may encompass penalties up to and including discontinuation of product supply to such customers, not accepting new orders, cancelling in-house orders and/or terminating the relationship outright with the account. Such considerations are made unilaterally and at the complete discretion of Alden Parkes and may include the entire product line or portions of it.

ACKNOWLEDGMENTS

All customers will be required to acknowledge receipt of the IMAPP policy via signature and date. Acknowledging receipt does not imply agreement to the policy. This policy is established by Alden Parkes as its pricing requirements for Internet selling of its products and all customers wishing to sell our products on line must be in compliance. Dealers remain completely free, however, to determine if it is in their best interest or not to comply with our policy.

EXEMPTIONS

Certain types of very specific products may be exempt from the IMAPP. If you wish to discuss a possible exemption, please contact Alden Parkes BEFORE you take any action advertising our products online below IMAPP. Customers advertising any products below IMAPP who are not in possession of an approved written exemption will be considered in violation of the policy.

INTERNET POLICY

Customers who utilize, participate in or allow their e-commerce site and any and all information gathered therefrom, to be in anyway involved in mass emailing, phishing, and/or the sale of customers email addresses or other information, or participate in any Internet activity that may be considered illegal, or any activity that in Alden Parkes' own view devalues it's brand, shall be at Alden Parkes' sole discretion requested to immediately cease any and all such activities and shall no longer be considered as a customer. Furthermore, any illegal activities shall be reported to the appropriate authorities.

ACKNOWLEDGMENT OF RECEIPT:

I acknowledge receipt of the Alden Parkes Authorized Dealer Policies, including Marketing and Advertising Policies, Pricing Policies and Internet Minimum Advertised Pricing Policies (IMAPP), effective January 1, 2022.

Customer Signature

Business/Account Name

Alden Parkes Representative

Date

10. Contact Information

Corporate Office

P.O. Box 551618
Jacksonville, FL 32255
Email: info@aldenparkes.com
Website: aldenparkes.com

Warehouse

705 Baker Court
High Point, NC 27263
Phone: 336-885-2265
Fax: 336-885-2267

Showroom

200 North Hamilton Street, Suite 110
South Court
High Point, NC 27260

Customer Service

Customer Relations & Marketing: Dana Ferrell

Email: dana@aldenparkes.com
Phone: 908-963-3022

Upholstery: Kelly Austin

Email: kelly@aldenparkes.com

Case Goods:

Email: customerservice@aldenparkes.com

All orders should be submitted to our Customer Service by fax or email:

Orders: orders@aldenparkes.com

Phone: 336-885-2265

Fax: 336-885-2267

**Inquiries should be made during normal business hours
from 8:00 AM – 5:00 PM EST or EDT.**