



PAINTBALL .22 CALIBER PELLET



Airow Gun Wholesale
2008 Dealer Policy Manual

Airow Gun Wholesale

P.O. Box 23834 Eugene, OR 97402 (541) 349-1111 Fax (541) 465-4776 Email: dealer@airowgunwholesale.com

Dear Prospective Authorized Dealer,

I want to thank you for taking the time to look at the Airow Gun. I have attached all the information that is necessary to become an Airow Gun dealer. At any time you would like further information, please do not hesitate to contact me. This innovative product is taking the paintball world by storm through the unique attributes it brings to the field versus traditional paintball markers.

With stops at D-Day in Oklahoma, Monster Game in Michigan, Skirmish and Castle Conquest in Pennsylvania, Airow Gun has been getting huge publicity and is becoming increasingly popular within the paintball industry. At every event attended, the feedback we have received on this product has been extremely positive. Several magazines have already highlighted the Airow Gun and are currently preparing write-ups and imagery for future issues.

The success of this product has been no great surprise to BowTech Archery (the parent company of Airowgun). BowTech's unmatched innovation has helped to catapult it from its unknown beginnings in 1998 to the largest archery company in the world. The vision of BowTech will undoubtedly grow Airowgun as a true force in the paintball industry.

The stage has been set, and we feel that the time is right to offer this product to the masses. It is our hope that your business will be our partner in accomplishing this end by selling the Airow Gun. We always treat our customers with fairness and respect, and we expect Authorized Airow Gun Dealers to do the same with their customers. This is the foundation of businesses that are built on integrity. We look forward to a great business relationship with you as Airow Gun continues to grow and launch future products to the public.

Sincerely,

Curt Williams
CEO/Owner

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2007 DEALER QUALIFICATIONS

PROSPECTIVE AUTHORIZED AIROW GUN DEALERS MUST:

- Possess a current in-state business license to sell retail goods
- Promote, sell, and service the product adequately
- Order 2 Airow Gun paintball combo units

The following conditions automatically constitute grounds for termination of the right to purchase products as an Authorized Airow Gun Dealer:

- Misrepresenting Airow Gun in a fashion that goes against Airow Gun's policies
- Engaging in unfair or unlawful trade practices
- Canceling orders without just cause

The label "Authorized Airow Gun Dealer" carries with it certain responsibilities that should be treated very seriously. Authorized Airow Gun dealers act as our representatives to the public. We always treat our customers with fairness and respect, and we expect Authorized Airow Gun Dealers to do the same with their customers. This is the foundation of businesses that are built on integrity.

AIROW GUN – RETAIL PRICING

Our suggested retail pricing is fair and appropriate for the industry, and reflects the craftsmanship and the unique line of Airow Gun products. Airow Gun strongly recommends that authorized dealers sell at suggested retail pricing for the following reasons:

1. Airow Gun manufactures great performing paint and pellet guns worthy of its reputation for incomparable value created through technology, performance and craftsmanship which are built into every Airow Gun. **Our suggested retail pricing is extremely competitive, especially when overall performance, accuracy and shootability are considered.**
2. Selling Airow Guns at suggested retail prices earns additional profit for our authorized dealers. Selling better units with superior customer service commands a higher price tag.
3. Discounted pricing translates to lower product value and lower customer service value in the eyes of the consumer. Frequent discounted pricing lowers the overall esteem of Airow Gun's reputation, putting both the manufacturer and the authorized dealer at risk.

Thousands of sales have proven these tactics. When the buyer understands the value of Airow Gun, the dealer earns a higher return on investment with the same amount of selling time. Ultimately, a better image of Airow Gun and of the dealership is conveyed to the customer.

Business is best for Airow Gun and the dealer,

1. When sales are based on performance, features, and benefits.
2. When sales are made based on the dealer's skills.

GENERAL DEALER INFORMATION

SUPERIOR CUSTOMER SERVICE AND PRODUCT KNOWLEDGE

We believe that customer satisfaction and loyalty are greatly enhanced by our dealers through superior customer service and product knowledge. We continuously try new ideas on how to best support our dealers. We also encourage our dealers to continuously improve their knowledge and services. If you would like to try something different, talk with us. We may be able to help you make your idea even more successful.

RETAIL GUIDELINES

Retail Sales Only: Redistribution of Airow Gun products is not permitted. All units are for retail sale to end users only. Sales to resellers – Authorized Airow Gun Dealers or not – are forbidden.

Internet Sales: Internet sales are allowed under the following guidelines:

- MAP (Minimum Advertised Price) must be maintained
- Must also be authorized to sell Airow Gun units in your store front
- Must have a dedicated e-commerce site as part of your store. **Sales through Ebay, etc. are not allowed.**
- When you sell a paint or pellet gun to a customer via your internet site you become their partner. Customer service and their needs are your responsibility.

United States Sales Only: Even if all other terms of this agreement are met, sales outside the United States are not permitted without the consent of the sales manager.

Dealer Selling Capability: To be an Authorized Airow Gun Dealer, the dealer agrees to maintain sufficient, knowledgeable, and qualified salespeople to provide excellent selling support for Airow Gun products. A facility suitable for retail sales must be maintained at all times.

Multiple Locations: A separate written agreement is required for each principal place of business and for each additional, or branch, store where Airow Gun and accessories are to be sold.

Renewal or Change: Policies and pricing may change each model year. Airow Gun's qualified dealer agreements must be renewed annually. Our business relationship does not automatically continue with a change of ownership, or management of your dealership. These situations need to be discussed and agreed upon with our sales manager, and a new agreement signed before new product can be ordered.

Termination: Either Airow Gun or the dealer may terminate this agreement without cause, at any time.

Agreement and Designation: This agreement, when signed by an officer or principal of the dealer and by Airow Gun's sales manager, establishes the status as "Authorized Dealer" for Airow Gun products. This agreement is in force so long as proper credit status is maintained, and so long as the dealer is in full compliance with the terms of this agreement.

Pricing, Programs and Product Changes: Airow Gun reserves the right to change prices and/or programs without notice. Airow Gun also reserves the right to make product changes without incurring any obligation to replace, modify, or change products previously sold. Additionally, Airow Gun may have to cancel or change items from time to time because of unforeseen events such as uncertainty of raw materials or vendor processes.

CUSTOMER SERVICE

We believe the lifeblood of our organization is customer service. Everything flows from it and is affected by it. At Airow Gun, customer service is not a department—it's an attitude!

ORDERING CONVENIENCE

Orders may be placed with Airow Gun via:

1. Mail, email or fax. Place your order whenever and however it is most convenient for you. Blank order forms will be provided upon request. Please see notes below.

Note: Please ask your sales representative for the correct email address when sending orders by email. Always request a reply confirmation to ensure your email was received.

When mailing, emailing, or faxing orders, complete all pertinent information with regard to the model and specifications of each item. Also make special note of any business information that may have changed, such as phone numbers, email address, shipping, or payment criteria.

2. Call during the following office hours using our toll free number and talk to your sales representative.

Airow Gun Wholesale P.O. Box 23834 Eugene, OR 97402
Phone 541-349-1111 Fax 541-465-4776
Office Hours - 9:00 am to 5:00 pm, Pacific Time - Monday thru Friday

TECHNICAL AND ORDER STATUS INFORMATION

To obtain the latest in order status or technical information, please contact us via phone, fax, or e-mail. Our customer service representatives will be glad to provide you with the most accurate information available.

Returns

All sales are final and all returns and credits are at Airow Gun Wholesale's sole discretion. For warranty information, see the warranty section contained herein.

In the event that we accept product for return, a Return Merchandise Authorization (RMA) number must be issued prior to return. To receive an RMA number, contact the Airowgun Wholesale warranty/return department at 541-349-1111.

Return Merchandise Authorization numbers are valid for 30 days from the date of issue. All products returned on the RMA after 30 days must have a new RMA number issued.

All returns must be freight prepaid. No COD or freight collect shipments will be accepted.

The customer is responsible for the safe and secure packaging of all returned goods.

Please do not ship your packages by US Mail unless you insure them and send return receipt requested. You are responsible for all returned items until they reach our location.

Charges will be automatically assessed on product damaged due to negligent return packaging, products missing parts, or products requiring work to restore them to a saleable condition.

REFUSED OR RETURNED SHIPMENTS

All product shipments to the dealer that are refused for any reason (such as failure to receive an authorized signature from a dealer representative) will be subject to a 10% restocking fee or a minimum of \$25 restock fee. In addition, you will be charged any repair cost incurred to bring the product back to new condition. Returned items will be returned to inventory and must be reordered and are subject to normal lead times.

Dealer must inform Airow Gun concerning damaged or partially missing shipments immediately. Airow Gun will not be responsible for replacement of damaged or missing product reported more than three days after receipt of shipment. Dealer will be responsible for filing the claim with the freight carrier after the three-day limit.

Note: Parts and accessories are often packaged in the same box as a paint or pellet gun unit. All packing material should be checked thoroughly before discarding.

Warranty Information

Airow Gun warrants this product to be free from defects in materials and workmanship for a period of 180 days from the original date of purchase by the initial owner/purchaser. This warranty does not apply to defects discovered after purchase that were caused by the unauthorized modifications and alterations of our product. This warranty will be voided if damage occurs due to improper operation, dropping the product, attempting to dismantle or modify it, using inferior quality ammo or foreign objects, failure to carry out routine maintenance or any other cosmetic modifications.

Airow Gun will replace, without charge, any of its Airow Gun products that have failed through defect in material or workmanship. Airow Gun is dedicated to providing you with the ultimate in shooting products and the quality support necessary to satisfactorily enjoy the sport.

WARRANTY AND REPAIR PROCEDURE

If you should encounter any problems with your Airow Gun, please use the following steps to initiate the warranty or non-warranty repair process:

1. Ship or deliver your product(s) to: **90554 Highway 99 North, Eugene, OR 97402.**
2. Postage and delivery charges must be prepaid.
3. Include a brief statement regarding the requested repair work. We will return ship it to you usually within 72 hours after we receive it via regular ground shipment. If you wish to have it returned using a faster service, you can request NEXT DAY AIR or SECOND DAY AIR. You will be charged for this service and must include your credit card number with the expiration date.
4. If returning within the 180-day warranty period from the date of purchase, return the Airow Gun with a copy of the original sales receipt. Be sure to include your full name, address and phone number.
5. If your Airow Gun needs repair after the 180-day warranty period, contact Airow Gun at 877-485-1707 and we will advise you how to return your gun for repair. If the gun is repairable you will be given a return authorization number and an estimated cost of the repair plus the cost of return shipping.

DISCLAIMER OF LIABILITY

By accepting this archery product, buyer agrees to hold harmless the manufacturer and all associated parties from liability for any damage to persons or property which may result, for any reason, from the use of this product.

2007 PAYMENT TERMS

Airow Gun's regular terms are cash, COD, or credit card.

For those dealers who qualify, Airow Gun offers extended terms to the extent of the dealer's credit limit:

STANDARD EXTENDED TERMS:

Our standard terms are Net 30 days. All invoices must be paid on or before the date due. All past due invoices will be charged a 3% interest fee at 45 days.

Checks returned for non-sufficient funds will be assessed a \$25.00 additional charge. The receipt of two NSF checks from a dealer will constitute grounds for cancellation of the dealership.



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