

DISCOUNT DEALER PROGRAM



U.S. Cooler offers dealers the opportunity to purchase and sell walk-ins online through our Discount Dealer Program. The following outlines the step-by-step process. We also offer phone support at 800.521.2665.

We offer 3 levels of participation. If you would prefer to purchase walk-ins from us online and not sell to your customers through a website, choose Level 1. If you would again prefer to not sell to customers online, but gain exposure from a website, choose Level 2. If you would like to buy and sell online and gain exposure online, choose Level 3.

LEVEL 1

- + Receive discount internet pricing
- Quick ship

LEVEL 2

- + Receive discount internet pricing
- Quick ship
- Free website hosting
- Online exposure

LEVEL 3

- + Receive discount internet pricing
- Quick ship
- Free website hosting
- Online exposure
- Sell to customers online
- Payment received when order placed

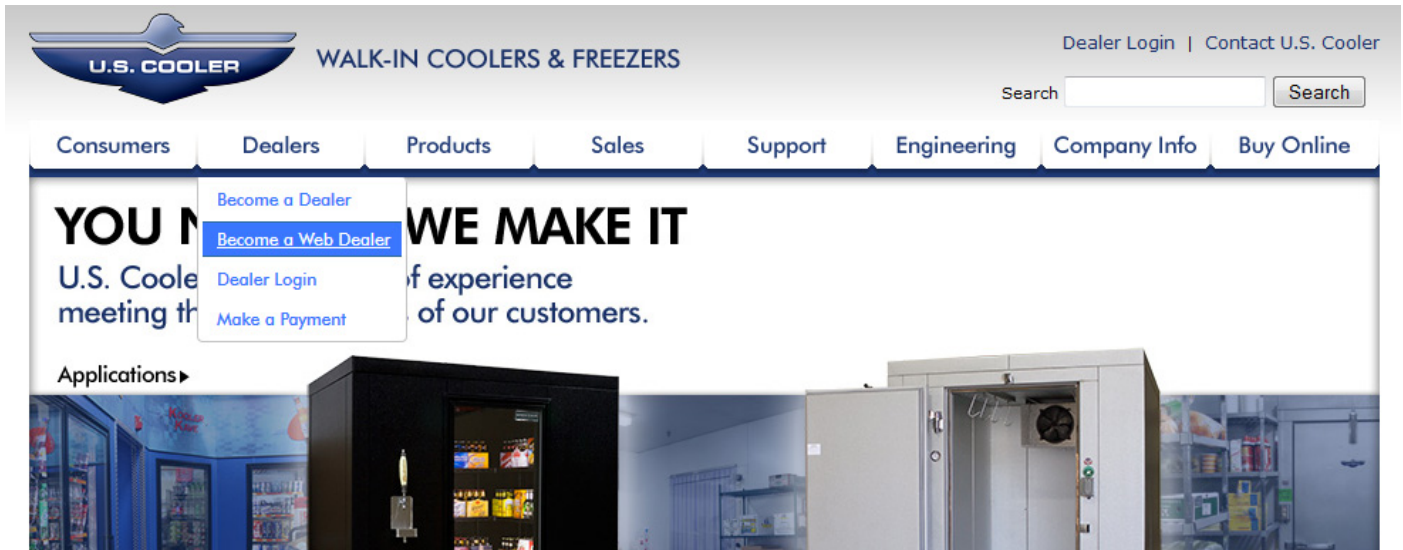


+ STEPS FOR LEVEL 1, 2 & 3

1. Go to www.uscooler.com



2. Click on the dropdown menu link, "Become a Web Dealer" under the Dealers heading.



3. Read the information provided and click "Register now" near the bottom of the page

accept or reject any applications at their sole discretion.

Also to provide better marketing we have developed an Internet program that will advertise our discount dealers at no cost to the dealer. The dealer can pick from over 15 web page designs and submit their company logo and a picture (optional) with a brief description of their business for their web page. We will make your dealer web site searchable by location on our web site. U.S. Cooler's web site is advertised nationally and we will assist the dealers by listing their web page with nationally known search engines. Also to make it even better for our dealers we will provide a shopping cart of selected walk-ins for the dealers on their site at no charge. U.S. Cooler will take care of shopping cart transactions at no charge to the dealer. For more info on how this process works check out our [Internet Dealer Manual](#). We believe that if we make you more successful, together we will both grow.

Register now to become a discount web dealer.

Login now if you are an existing discount web dealer.



4. Fill out your company information

A registration form with the following fields: Company Name, First Name, Last Name, Address, City, State (dropdown), Zip Code, Phone (Main business number), Fax, Email, and Retype Email. Each field has an asterisk indicating it is required. At the bottom, a note states: "Only one Sales Tax ID, and Expiration Date is required. *"

5. Create a login and password (*write this down--you will be asked for this later)

A form for creating a login and password. It includes fields for "Select a Login Name", "Select Password", and "Verify Password", each with an asterisk. Below these is a "Terms And Conditions" section with a scrollable text area containing the following text: "The following Terms and Conditions shall apply to all transactions that take place as a part of the U.S. Cooler Discount Dealer Program. 'Purchaser' for purposes of these Terms and Conditions shall refer to the qualified Discount Dealer. 'Manufacturer' for purposes of these Terms and Conditions shall refer to U.S. Cooler." Below the text are two checkboxes: "Accept Terms And Conditions *" and "Newsletter". The "Accept Terms And Conditions" checkbox is currently unchecked, while the "Newsletter" checkbox is checked. At the bottom are "Submit" and "Reset" buttons.

6. Read the terms and conditions regarding payment, taxes, freight claims, warranty, etc...
After accepting, check the box

A close-up of the "Terms And Conditions" section. The text is the same as in the previous screenshot. The "Accept Terms And Conditions *" checkbox is now checked, and the "Newsletter" checkbox remains checked. The "Submit" and "Reset" buttons are at the bottom.

+ STEPS FOR LEVEL 2 & 3

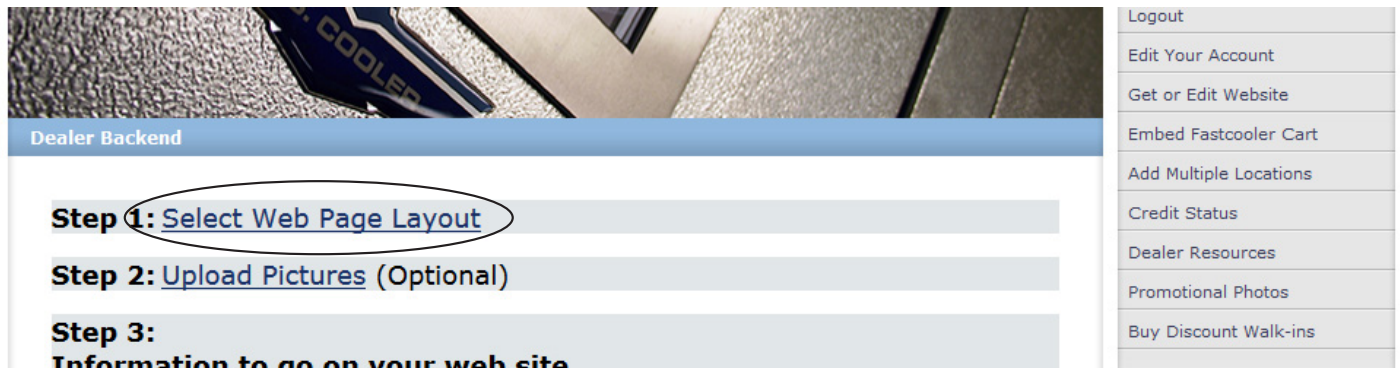
7. Create your website by clicking "Set up web page"

Congratulations

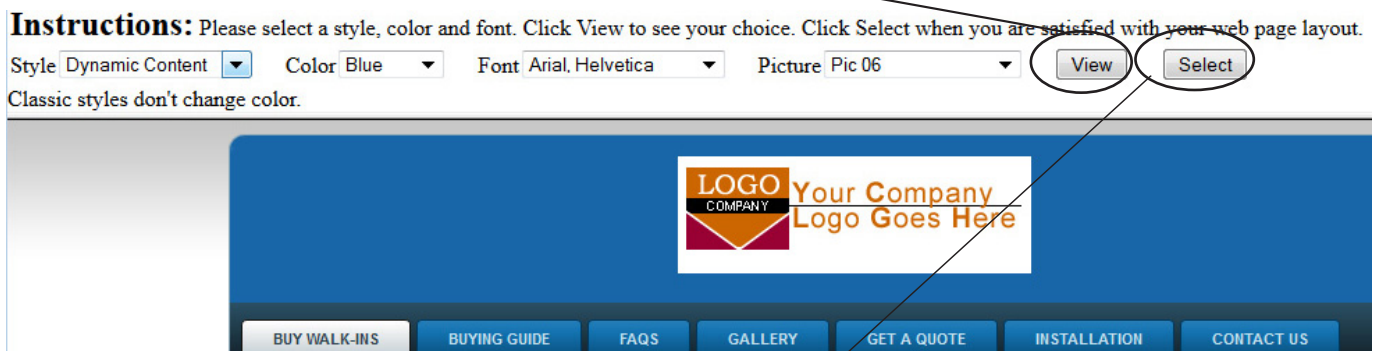
You have successfully applied to become a US Cooler Discount Dealer. Your application will be verified, and a US Cooler Salesperson will be contacting you soon to complete your registration.

[Set up web page](#)

8. Walk through each of the steps indicated to create your web page. Start with Step 1. Click "Select Web Page Layout"




9. Follow the instructions. Change your style, color, font and picture (if you do not want to upload any of your own.) Then click [View](#) to preview the website you have created



10. After deciding upon your layout, click [Select](#)

11. Step 2. If you have a photo (or logo) you would like to upload, click "Upload Pictures." If not, skip to #15.



Dealer Backend

Step 1: [Select Web Page Layout](#)

Step 2: [Upload Pictures](#) (Optional)

Step 3:
Information to go on your web site

[Logout](#)
[Edit Your Account](#)
[Get or Edit Website](#)
[Embed Fastcooler Cart](#)
[Add Multiple Locations](#)
[Credit Status](#)
[Dealer Resources](#)
[Promotional Photos](#)
[Buy Discount Walk-ins](#)

12. To upload your logo, click [Browse...](#)

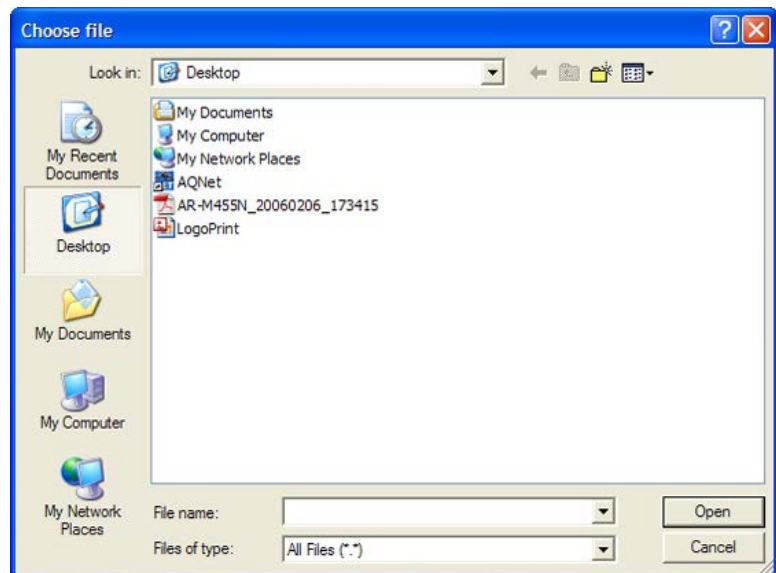
Company Logo (Optional)

Please click browse below to select a logo from your local hard drive to upload to the server for your web site. Please only select files of type .jpg, .jpeg, or .gif. All other types of files will not work on your web site. If you don't upload a logo, your company name will display in its place.

Upload Your Company Logo: [Browse...](#) No file selected.

[Credit Status](#)
[Dealer Resources](#)
[Promotional Photos](#)
[Buy Discount Walk-ins](#)

After clicking browse, a window will pop up. Navigate to where your company's logo is located on your computer.

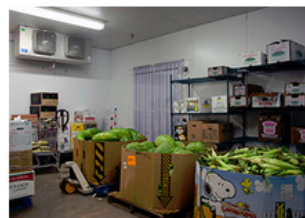


13. To upload your logo, click [Browse...](#) Like before, navigate to your image and click "Open"

Picture

Please select from a picture below, or upload your own picture by clicking browse, and selecting a picture from your local hard drive. Please only select files of type .jpg, .jpeg, .png, or .gif. All other types of files will not be displayed until they have been approved by the webmaster. Click Continue at the bottom of this page when you are finished.

☒ Upload Picture: [Browse...](#) No file selected.



14. To finish, click **Continue** near the bottom of the page.



Once you click continue, it may take a while for your files to be uploaded. Please be patient, and don't click the continue button more than once. Your uploaded pictures won't display on your web site until they are approved by the webmaster.

Walk-in Coolers & Freezers | 401 Delaware St., Quincy, IL 62301 | Toll Free: 800.521.2665 | Phone: 217.228

15. Step 3. Fill in the information regarding your website.

Pick your domain name
(your company name)

Choose Yes/No to show
the listed information

Description of your
business; highlight
yourself to your
customers. This can be
from a couple sentences
to a few paragraphs.
Describe what you sell,
your hours, your
experience and anything
that your customers
might find helpful. Use
the Sample Text for ideas.

After reading and
accepting the Web Page
Terms and Conditions,
check the box directly
below the terms box.

Step 3:
Information to go on your web site

WebName (webname.fastcooler.com)
.fastcooler.com

Show the following on your web page:

Show Your Address
 Show Your Phone
 Show Your Fax

Your Business Description For Web Site

or you can select from some sample text. By clicking on the sample text menu, you will be overwriting any text in your business description. You can then change it to fit your needs.

Warning: If you select a sample, you will lose any information you have typed into the business description.

Web Page Terms And Conditions

**TERMS AND CONDITIONS FOR DISCOUNT DEALERS
WEB PAGE HOSTING**

In order that U.S. Cooler host a web site on your behalf, you, the authorized U.S. Cooler Discount Dealer ("Authorized Dealer") must agree to be bound by these terms and conditions (the "Contract").

☐ Accept Web Page Terms And Conditions *

+ STEPS FOR LEVEL 3

16. Step 4. You have the option of selling walk-ins on your website.

Choose Yes here if you would like to sell online. If not, choose no and move to number 17.

Enter the margin. This is how much the walk-ins are marked up, also the profit you will make.

Click the state you are located in, type the tax percent there and then click add. If you have locations in multiple states, add each one.

After reading and agreeing to the Shopping Cart Terms and Conditions, check the Accept box.

17. Click at the bottom of the page.

**Step 4:
Shopping Cart (Optional)**

Do you want a shopping cart to sell walk-ins on your web site?

If you selected "No", you don't have to enter anything below. Just click Submit at the bottom of this page.

Margin % is the amount the products are marked up. This is the percentage you will make on the sale, excluding tax and shipping. We recommend 5% margin to remain competitive, however you can change it to whatever you desire.

Margin %

%

Taxes (Please select a state and type in a tax percentage, and click add. If your business has locations in multiple states, you need to add each state with their tax percentage. Press clear to start over.)

State	Tax Percent
<input type="button" value="Select a state"/>	<input type="text"/>

Tax List (State:TaxPercent,...)

Shopping Cart Terms And Conditions

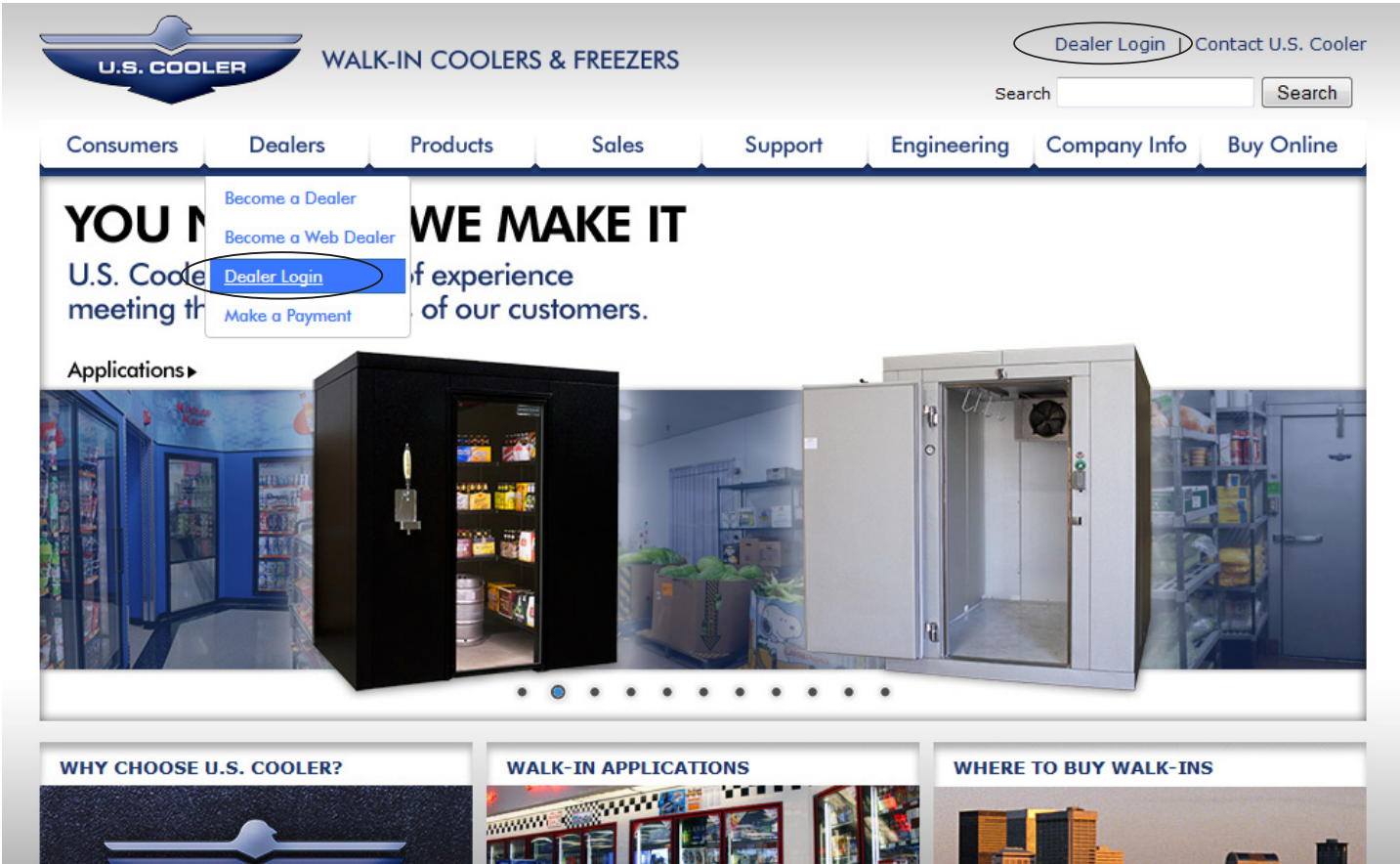
TERMS AND CONDITIONS - DEALER SHOPPING CART

By accepting the following terms and conditions (the "Contract"), you, the authorized U.S. Cooler discount dealer (the "Authorized Dealer", and sometimes "You" or "Your") agree to be

☐ Accept Shopping Cart Terms And Conditions

Finished! Your website will be available after the Webmaster approves your information.

After your are approved, you have the ability to log in to edit your account, edit your webpage and add mulitple locations. To do this, go to www.uscooler.com and click on Dealer Login.




Enter by typing in the Login and Password you have chosen. Then click 

If you are a registered discount dealer enter your login name and password below. To become a registered US Cooler Discount Dealer select [REGISTER](#).

Login

Password

[Forgot Login or Password](#)



From here you can:

Edit Your Account

Edit Your Website

Embed a Cart in Your Website

Add Multiple Locations

Check Your Credit Status

View Dealer Resources

Download Promotional Photos

and purchase Standard
Nominal walk-ins at a
discounted price.

To Logout, click the first
option on the menu bar.

Products

Dealer Backend

Jump to: 6X6 | 6X8 | 8X8 | 8X10 | Brew Cave | Game Locker

6X6X8

U.S. Cooler
Cooler No Floor
Model CL510S10NF.D
\$2,472
Size: 5' 10 1/2" X 5' 10 1/2" X 7' 6"
Select Item
\$2,472 Indoor/Outdoor Box, No Refrigeration
Estimated ship in 7 business days
\$3,844 Indoor Box & Indoor Remote Ref
Estimated ship in 15 business days
\$4,066 Indoor Box & Outdoor Remote Ref
Estimated ship in 15 business days
\$4,066 Outdoor Box & Outdoor Remote Ref
Estimated ship in 15 business days
\$4,248 Indoor Box & Top Mount Ref
Estimated ship in 15 business days
\$4,501 Indoor Box & Saddle Mount Ref
Estimated ship in 15 business days
\$4,276 Indoor Box & Penthouse Ref
Estimated ship in 15 business days

U.S. Cooler
Cooler With Floor
Model CL510S10FL.D
\$2,787
Size: 5' 10 1/2" X 5' 10 1/2" X 7' 6"
Select Item
\$2,787 Indoor/Outdoor Box, No Refrigeration

Dealers

- Logout
- Edit Your Account
- Get or Edit Website
- Embed Fastcooler Cart
- Add Multiple Locations
- Credit Status
- Dealer Resources
- Promotional Photos
- Buy Discount Walk-ins

THE SALE

When a customer buys a walk-in, you will receive an email similar to the one below. It requires no action. This is simply for your records.

The walk-in specs will appear here ●

Your information will appear here ●

The customer's information will appear here ●

Web Order To End User

● weborder@fastcooler.com

To: weborder

Cc: Josh Craig

Web Order

US Cooler Walk-in Cooler Without Floor 7' 10" X 9' 9 1/2" & 7' 6" CL99710NF.D and 1 HP remote outdoor refrigeration system RR1M2H1C01.00.O

Subtotal: \$3,878.00

IN Tax 0%: \$0.00

Ship: \$260.66

Total: \$4,138.66

Confirmation #: 121

Order Number: 18227NET

Order Date: 2/9/2006

Estimated Ship Date: 2/10/2006

Dealer:

Ship To: