

Dear BUCKEYE VACUUM Hoover Consumer Product Distributor Dealer,

Royal Appliance Mfg. Co. ("Royal") and Hoover, Inc. ("Hoover") take our brands and market position very seriously and are investing significantly to protect and promote our valued and indispensable authorized dealer and distributor network. We want to ensure that end users and customers purchase only from authorized dealers and distributors capable of delivering Hoover and/or Royal technology, performance and usability benefits. These new agreements are the cornerstone of a multi-tiered strategy to identify, target and suppress unauthorized activity. To successfully compete in the dynamic marketplace and to maintain our premium brand image, we are initiating a multi-step strategy that includes:

- An efficient, web based, paperless Reseller Registration program with all US dealers, distributors and Indirect Dealers who purchase for resell Hoover, Dirt Devil & Royal Consumer and Hoover & Royal Commercial products.
- A Unilateral Minimum Advertised Price policy (UMAP).
- Careful screening of prospective Internet sellers and removal of unauthorized Internet sellers.

All direct dealers, distributor dealers and distributors who wish to be authorized to sell Hoover, Dirt Devil or Royal products must complete the Reseller Registration process. Please plan to complete the registration as soon as possible because effective January 1, 2012 the removal of unauthorized sellers from the Internet marketplace will begin.

The UMAP announcement and supporting documentation are included in the Dealer Registration process. Our intent with this policy is to enable our authorized resellers to earn sufficient profit to pay for initiatives to support their business; such as the hiring and training of sales people, enhanced customer service and improvements in merchandising. These initiatives will provide end users with a quality sales experience when learning about the innovative features & benefits of our unique products.

Step-by-Step Registration Instructions:

1. Visit <http://authorization.hoover.com/FAQs.aspx> to review/print the process elements and information required for registration.
2. Visit <http://authorization.hoover.com> by selecting "**Home**" on the horizontal grey bar (underneath "Authorized Reseller Registration Portal").
3. The first time you visit the site, select the "**Register**" or "**Start Here**" link to begin the registration process. If this is your second registration please login as "Returning User?".
4. Select the "**Hoover/Dirt Devil/Royal Consumer**" link.
5. Select "**Indirect Dealer**" and enter Pass Code: **CHDRB5**
6. **Note:** The signatory for the e-signature electronic execution of any Reseller Agreement must be authorized and have the authority to enter into the Agreement with an e-signature on behalf of the Company.
7. When all required data has been completed, select "Submit Registration".
15. Within 10-14 business days, you will receive a confirmation email stating whether your application for authorization has been approved or denied

If you have any questions, please review the FAQ's page and/or email us at: ContactHelp@Hoover.com. We look forward to a mutually successful future.

Sincerely,

**Royal Appliance Mfg. Co.
Hoover, Inc.**