

MODERUSTIC INC

Custom Fire Features

Unique Fire Media

Level 1 Dealers

Package Includes:

- Level 1 Outline
- Business Requirements
- Guidelines and Expectations (showroom)
- Available Wholesale
- Available Marketing Materials
- Letter of Intent Outline

LEVEL 1 Outline

All Level 1 dealers are required to abide by our MSRP and non-disclosure agreement. Further, our products may not be re-sold by any other name or modified in any way.

Customer circumstances will always vary, however as a Moderustic licensed dealer you must adhere to following prescribed levels of fireglass; 1", 1.5", 2" and 3" methods.

Filler levels (sand, crushed lava, pea gravel) are not subject to regulation.

Level 1 Dealers are considered product(s) *specific* partnerships, with a licensing's fees (TBD) for the following products.

Aquatic Glassel	Natural Gas Ribbon Burners Burner's Steel / Stainless Steel
Fire Balls	Vortex Fires (standard sizes only)
RV Fire-Pits (standard sizes only)	VortexEd 55 (standard sizes only)

You may integrate our products into your existing store, physical / E-Store or both.

However, if you wish to create a NEW website to solely showcase our products we require that you register this NEW .com through us.

For example, this NEW website could link back to your existing website or e-commerce store. Or it could be a static website that is solely informative.

Building a NEW website will require the following pre-payments:

- **Domain registration of 5 years \$200**
- **Hosting plan of 5 years \$2450**

Business Requirements

- Business License (an active license in the city which you do business)
- If you plan to offer installation services you must have contractor's license and insurance. You should check with your local codes to insure proper licensing and or permits.
- Credit References

Failure to meet these criteria will void your dealership.

Guidelines & Expectations For Showroom Display

For those with existing stores, we require that you carry at least 70% (54 colors) of our base fireglass. We strongly advise having a fireplace / fire pit burning display, to help generate sales; however this is not mandatory.

Available Marketing Material

Access to Moderustic Web Library

Store Displays – Construction build fees apply.

Trailer Showroom Display - Rental and Insurance fees apply.

* If you already have access to marketing displays an existing store or your own ideas on how to market – there is no obligation to purchase marketing displays from us.

Wholesale Products

We value monogamy in business and we further offer the following products to our dealers.

Fireplace Paint	Fire Rocks (solid)
Electronic Ignitions	Fire Shapes (solid)
Peripheral burner parts	Toppings (various)
Concrete Fire Balls	Toppers (various)

1st Step - Letter of Intent Outline

Please provide a *letter of intent* to help us better assess your capacity as a dealer. Carefully review the following questions and answer to the best of your ability. You are not required to submit a strict question and answer format, just make sure to address the following in the body of the letter.

1. Please explain your current understanding of our products / business?
2. What specific products are you interested in?
3. A summary of your work history, background, and areas of expertise?
4. A summary of your current business model. Please include whether it be a physical address of a .com (or of course both).
5. Your target audience? Demographics? (End Users?, Contractors?, Designers?, etc...)
6. How you foresee positioning our products. i.e., online? Showroom display?

Please submit to Ed@moderustic.com or FAX (909) 944 3811
Preferably though stop by drop it off personally at 9467 9th street Unit D Rancho Cucamonga, CA 91730

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CSLB C-17 693887
CSLB C-17 868256
Issue date 1/2/2009

U.S. Patent No. #7,976,360 B2 covering our method of creating tumbled tempered glass.

Published June 2005 and May 2006

The terms and conditions of this letter can change with out notice at any time.

The effective date of this document is January 18, 2012.

***Note – Level 2 Dealership will be available soon.**

These will be franchised/branded dealerships that offer our entire product line as well as training to work with the following

- Custom work
- Propane conversion