



INTERNET POLICY – CONSUMER DIRECT SITES

No account may resell Cutter & Buck Products through its own website or otherwise via the Internet unless the account has first obtained the express written permission of Cutter & Buck to do so. This policy applies to sales by an account directly to consumers via its own proprietary website. Cutter & Buck reserves the right to grant or withhold permission for Internet sales at its sole discretion, and intends to take prompt action to stop any violation of this Policy.

Any account granted permission to make Internet sales must comply with all Cutter & Buck Policies, including without limitation:

1. Any use of the Cutter & Buck name must include the ® identifying a registered trademark. All other Cutter & Buck trademarks must be identified as Cutter & Buck trademarks.
2. The Account must recognize that Cutter & Buck has an established reputation for quality and integrity of merchandise and business policies. Accounts and their websites must do nothing which detracts from this reputation, and the name "Cutter & Buck" and Cutter & Buck products must be used only in such circumstances as will maintain that high level of quality and integrity.
3. Cutter & Buck sells its products to authorized Internet Sites for sale to consumers and not for resale to any person or entity, including but not limited to any related company that is not a Cutter & Buck account, warehouse clubs, discount off course golf shops, discount stores, off-price retailers, promotional products companies and other Internet retailers.
4. Use or registration of Cutter & Buck trademarks, including Cutter & Buck logos, symbols, icons or any other potentially confusing variation thereof as part of Customer's name, trade name, product name, service name, website or domain name is strictly prohibited. No account may register a domain name that contains words or phrases that would indicate that it is a Cutter & Buck owned website, such as "cutterbuck" or "cutterandbuck" or "cutter&buck," unless expressly authorized by Cutter & Buck in writing.
5. The Account's Internet website must clearly dispel any inference that the business or the site is an operation of Cutter & Buck Inc. or that Cutter & Buck is responsible for the content.
6. Cutter & Buck will partner only with accounts that support ongoing brand development with investments in marketing, promotions and adequate inventory levels.
7. The Internet Site must use good taste in design, content and presentation. The Internet Site must use Cutter & Buck images or have prior approval of the images used. Links should only connect to sites with similar good taste.
8. The Account's Internet site should be updated on a regular basis to reflect Cuttr & Buck products that are currently available.
9. The Account needs to provide good customer service on its Internet site, including: quick processing of orders, timely shipment and a stated return policy and procedure.
10. The Account's Internet site must clearly advise users of the site's privacy policy, and such policy must be followed.
11. No Corporate Distributor promotional products provider (or ASI) will be allowed to market directly to the general consuming public. Distributors are only approved to direct their sales to Corporate end users.

Cutter & Buck reserves the right to refuse to sell its products to any account which has, in Cutter & Buck's sole opinion, failed to comply with Cutter & Buck's Policies. Cutter & Buck Internet Policies are subject to change at any time without prior notice.