



# Mayfair Games Authorized Retailer Letter

Corporate Office, 8060 St. Louis Avenue, Skokie, IL 60076

Sales and Marketing, P.O. Box 3815, Plant City, FL 33563

Effective 15 December, 2007, distributors will sell exclusively to Mayfair Authorized Retailers.

Retailers who sign up may participate in campaigns and programs as they become available.

Dear Retailer,

In an effort to provide a level playing field, greater outreach, and support, we are asking you to become Mayfair Authorized Retailers (MAR).

We need you to accept and sign a contract stating that you will abide by certain simple guidelines.

The contract will enable us to enforce some simple pricing policies, and to a degree approve of where and how our products are sold.

These restrictions only affect items on the active list, either in print or out of print. The active list will include all Mayfair Games which are deemed active, not discontinued. You may sell discontinued items in any way, and at any price, you desire.

We hope that this serves as a new foundation for outreach, promotion, and cooperation. It is a starting point. From here, we can provide our MAR customers with added information and sales materials, thus strengthening their ability to market and sell Mayfair Games.

We're instructing your distributors to sell Mayfair Games only to MAR customers. This includes those retailers and sub-distributors who appear on the MAR list. Mayfair Games reserves the right to edit and update this at any time; however, we'll normally update it on the 1st and 15th of every month.

Please fax or mail your signed document to:

Mayfair Authorized Retailer

PO Box 3815

Plant City, FL 33566

Or fax to 1-813-707-8791

Thank you for supporting Mayfair Games. Together, we can create a brighter future for the games market..

Robert T. Carty, Jr.

Vice President of Sales and Marketing

PO Box 3815 Plant City, FL 33566

(813) 707-6659 v

(813) 707-8791 f

sales@mayfairgames.com



# Mayfair Games Authorized Retailer Agreement

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Agreement Rules	
Initials	Rules
	Agree to not discount at a rate of greater than 20% those Mayfair Games items which are on the current price list.
	Agree not sell product for the purpose of resale to anyone who is not on the current Mayfair Games Authorized Retailer List
	Agree not to actively support third party firms engaged in or supporting dumping or predatory under-pricing of Mayfair goods.

Store Info	
Initials	Lines
	Catan
	Train Games
	Card Games
	Board Games
	Strategy Games
To aid us in helping retailer and consumer connect	

Approval (for office use)	
<input type="checkbox"/>	<b>Store checked</b>
<input type="checkbox"/>	<b>Web Check</b>
<input type="checkbox"/>	<b>Retailer Info Entered</b>
<input type="checkbox"/>	<b>Listed on Locator &amp; added to MARL</b>

Support Interest	
Initials	Lines
	Limited Edition Items
	Brand Merchandise
	Printed Wear
	Embroidered Wear
	Accessories
	Demo Programs

Store Name		
Address		
Address		Country
City	State	ZipCode
Phone	FAX	
E-mail	Web site	

Owner's Name	Title
Signature	

Please the completed form by fax (813) 707-8791 or mail to Mayfair Authorized Retailer, P.O. Box 3815, Plant City, FL 33563  
 Mayfair Games reserves the right to edit or remove persons and companies from the Authorized Mayfair Games Retailer list  
 any listing at any time.