



Online Sales Policy

Blue-9 LLC ("Blue-9") desires to maintain the quality of our brand image, while continuing to provide value through brand development. Blue-9 also recognizes that our retailers need to provide a high level of professional service and information to the consumer of Blue-9 products through the websites they own and operate. Blue-9 believes that certain e-commerce enabled websites and/or auction sites can be inconsistent with those objectives and provides a disservice to our dealers/resellers and customers.

All Blue-9 Dealers/Resellers must only take orders via publicly accessible ecommerce enabled web pages hosted on websites owned & operated exclusively by dealer/reseller. For example, selling via 3rd party marketplaces (eBay, Amazon, Alibaba.com, Overstock.com, Facebook.com, etc.), drop-ship accounts (Buy.com, Newegg.com, Amazon.com, Costco.com, Overstock.com, Sears.com, etc.), classified sites (Craigslist.org, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited. Google Marketplace is not considered a 3rd Party Marketplace under this policy given that it is looking at information on the dealer website and providing links to that website.

Dealers/Resellers seeking permission to place product(s) on any ecommerce enabled website that is not owned and operated by said dealer/reseller must contact Blue-9 at the following address:

Blue – 9 Pet Products
1712 E Maple Street
Maquoketa, IA 52060
OR
customerservice@blue-9.com

Additionally, all dealers/resellers are to sell to retail customers only. Blue-9 Dealers/Resellers may NOT sell in bulk to B2B accounts, wholesalers, or drop ship for other online retailers.

IMPORTANT: THE CONSEQUENCES FOR FAILURE TO COMPLY WITH THIS POLICY ARE SIGNIFICANT. BLUE-9 WILL SUSPEND OR TERMINATE FUTURE ORDERS TO ANY DEALER/RESELLER THAT FAILS TO COMPLY WITH THIS POLICY.

1st Non-Compliance = Warning AND 30 days suspension

2nd Non-Compliance = Termination of ALL Orders and Agreement.

This Policy has been adopted unilaterally by Blue-9 and does not constitute an agreement between Blue-9 and any retailer(s). This Policy supersedes any and all previous versions and is subject to revision and/or revocation, at the sole discretion of Blue-9, at any time.

Dealers/Resellers seeking permission to sell in bulk to B2B accounts, wholesalers, or drop ship for online retailers must contact Blue-9 at the above MAP/Online Administrator address customerservice@blue-9.com.

Under no circumstances are Blue-9 employees or sales representatives authorized to, nor shall they, discuss with any retailer or other person the sales practices of any other Blue-9 retailer. Any questions or comments concerning this Policy should be directed to Blue-9, in writing, attention:

Blue-9 Pet Products
Attn: Compliance Department
1712 E Maple Street
Maquoketa, IA 52060
OR
customerservice@blue-9.com