

# Independent Reseller Information

AS AMENDED, JANUARY 2010

## 2010 Premium Distribution Policy

January 04, 2010

Dear Distributor,

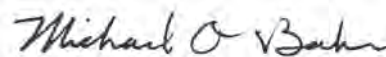
For over fifty years *The Critical Thinking Co.*™ (TCTC) has been a publisher of premium books and software. In support of our distributors, we have adopted a strict distribution policy called the Premium Distributor Policy. This policy will be unilaterally adopted and strictly enforced. TCTC will only offer its premium discount pricing to resellers it judges to be purveyors of premium books and software. Although our resellers remain free to determine their own resale prices, as part of our Premium Distributor Policy, TCTC will adjust the discount rate of and/or refuse to fill orders from any distributor TCTC determines has advertised, offered, or sold any TCTC product at less than the minimum retail price established and announced by TCTC. The only exception to this Policy will be when a distributor holds a rare store-wide sale that extends for a short, specified period of time (no more than 14 days), and then ends. In such cases, TCTC products may be included in that sale and offered at the same discount as other products. TCTC products may not be specified by product name or publisher in any sales advertising.

TCTC minimum retail price may be modified or changed solely by TCTC via written communications with the distributor. TCTC will also cancel and indefinitely refuse any new orders from a distributor that bundles any of our products with another publisher's products.

Nothing in our Premium Distributor Policy is intended to be, or shall be construed to be, an agreement to the minimum price at which you will advertise or resell TCTC products. Your pricing is your sole discretion. Please understand that the consequences for violating our Premium Distributor Policy will be less discount on future orders and/or loss of authorization to purchase TCTC products. TCTC will not discuss any conditions of acceptance related to the non-negotiable Premium Distributor Policy. TCTC does not solicit or accept any assurance of compliance with the Premium Distributor Policy. Nothing in the Premium Distributor Policy shall constitute an agreement between TCTC and a distributor that the distributor will comply with this Premium Distributor Policy.

Please direct any questions regarding the Premium Distributor Policy to:

Michael O. Baker, CEO  
*The Critical Thinking Co.*™  
1991 Sherman Avenue, Suite 200  
North Bend, OR 97459  
Phone: 800-641-6555 • Fax: 541-756-1758  
*No other TCTC employee or representative has permission or authority to discuss or modify this policy.*



Michael O. Baker, CEO  
*The Critical Thinking Co.*™

## Ordering Requirements

Each company or individual must meet all requirements of their state and/or locality for conducting a retail business. This includes a state tax license for those states that have sales tax requirements. Every company or individual with a wholesale account with The Critical Thinking Co.™ (TCTC) must have returned a completed and signed Reseller Questionnaire as of January 1, 2009. It is the responsibility of the reseller to keep information up to date with us.

## Terms and Discount Policy

Accounts with less than \$500 per year net volume and new accounts whose initial order is less than \$500 will receive a 10% standard discount. The discount may be increased to 40% when net sales exceed \$500. When sales exceed \$1,000 net, discount may increase to 45%. All orders are to be prepaid until and unless an account is granted Invoiced Status by the Wholesale Department. This decision will be made on a case-by-case basis.

## Digital Image Availability

Cover images and sample pages for all of our publications are available from our FTP site. Please e-mail [dealers@criticalthinking.com](mailto:dealers@criticalthinking.com) for access instructions. We grant blanket permission for you to use covers or sample page images in your print catalog or on your web site to advertise products that you sell.

## Return Policy

We want you to be satisfied with the performance of our products. To this end, we long ago instituted a “non-caveat emptor” policy. If any of our products do not sell within a reasonable time frame (180 days maximum), you may return those products in exchange for products of your choice of equal value. There is no restocking fee charged on such returns, but you must pay the freight on both the returned product and new replacement order. To receive a product credit, product returned must be:

1. Current product (not discontinued or out of print).
2. Purchased within the previous 180 days.
3. Free of stickers and in resaleable condition (no bent covers, marks, or shelf wear).
4. Accompanied by a Return Authorization Form issued by the Wholesale Department. (Obtained by sending us a list of products and the quantities you wish to return).
5. Received at the warehouse within 30 days of the Return Authorization Date.

## Drop Shipment Policy

Orders drop shipped directly from our warehouse to your customer receive 10% less than your normal discount. Drop shipments to a school or institution must include a purchase order number from that customer for reference. Maximum discount on drop shipments of fewer than four (4) products is 25%.

## Freight Collect Policy

Companies who ship freight collect will receive 1% less than what would have been their standard discount to cover handling and packing charges from our warehouse. These charges are normally included in our shipping & handling charges.

## 2010 TCTC Freight & Shipping Schedule

Freight charges are based on the net product cost of the order (except for software; see below\*) and will be as follows for 2010.

Contiguous US Shipping Charges for Wholesale Orders			
From \$\$	To \$\$	S&H Charge	Shipped Via
\$0.01	\$20.00	\$6.95	USPS - 1 <sup>st</sup> Class
\$20.01	\$40.00	\$7.95	UPS Ground
\$40.01	\$70.00	\$8.95	UPS Ground
\$70.01	\$100.00	\$9.95	UPS Ground
\$100.01	\$250.00	10% Order Cost	UPS Ground
\$250.01	\$500.00	8% Order Cost	UPS Ground
\$500.01+		Actual freight + 1% packing & handling charge	Best Way (Usually UPS)

Non-Contiguous US & Canada Shipping Charges for Wholesale Orders			
From \$\$	To \$\$	S&H Charge	Shipped Via
\$0.01	\$20.00	\$6.95 & 12% Order Cost	USPS - 1 <sup>st</sup> Class
\$20.01	\$40.00	\$7.95 & 12% Order Cost	USPS - Air Mail
\$40.01	\$70.00	\$8.95 & 12% Order Cost	USPS - UPS
\$70.01	\$100.00	\$9.95 & 12% Order Cost	USPS - UPS
\$100.01	\$200.00	20% Order Cost	USPS - FedEx
\$200.01+		Actual freight + 1% packing & handling charge	Best Way

International Shipping Charges for Wholesale Orders			
From \$\$	To \$\$	S&H Charge	Shipped Via
\$0.01	\$80.00	\$40.00	USPS - Air Mail
\$80.01+		Actual freight + 1% packing & handling charge	Best Way (Usually FedEx or UPS)

### \*Software Shipping charges for Wholesale Orders

Software only (Contiguous US) = \$5.95 for the first piece, plus 30¢ per additional piece.

Software/Books mix (Contiguous US) = Regular freight on cost of books (from above charts), plus 30¢ per piece of software.

Software only (Non-Contiguous US & Canada) = \$6.95 for the first piece, plus 50¢ per additional piece.

Software/Books mix (Non-Contiguous US & Canada) = Regular freight on cost of books (from above charts), plus 50¢ per piece of software.

# The Critical Thinking Co.™

## 2010 Conference Policies

The Critical Thinking Co.™ (TCTC) maintains the following policies on Conference exhibits and sales.

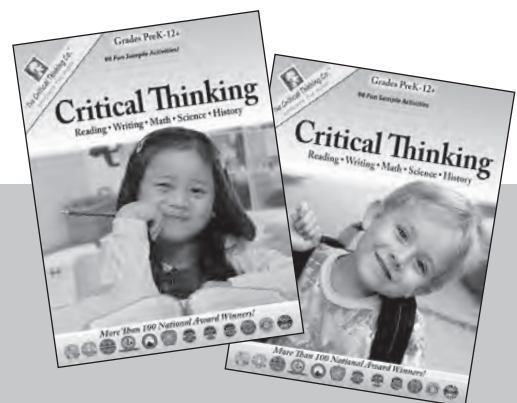
- ▶ In 2010, TCTC will have a company booth only at the fourteen (14) conferences listed on the 2010 Conference Schedule (below).
- ▶ Distributors may not exhibit or sell TCTC products at those conferences listed on the 2010 Conference Schedule.
- ▶ Any distributor may exhibit and sell TCTC products at any other conference, with the following qualifications.  
 Distributors may offer TCTC products at 10% discount with free freight or at 15% discount with standard freight charged to customer at any conference they sell at without being found in violation of the TCTC Premium Distributor Policy.

Conference	Location	Date 2010
IAHE	Indianapolis, IN	February 26-27
MHCC	Cincinnati, OH	April 8-10
MACHE	Rochester, MN	April 16-17
MPE	Kansas City, MO	April 16-17
HomeSchool BookFair	Arlington, TX	May 7-8
CHAP	Harrisburg, PA	May 7-8
FPEA	Orlando, FL	May 27-29
NCHE	Winston-Salem, NC	May 27-29
ICHE	Naperville, IL	June 3-5
HEAV	Richmond, VA	June 10-12
CHEC	Denver, CO	June 17-19
WHO	Puyallup, WA	June 18-19
CHEA	Pasadena, CA	July 16-18
AFHE	Phoenix, AZ	July 23-24



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EMPOWER THE MIND!

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North Bend, OR 97459  
Ph 800-641-6555 • Fax 541-756-1758  
www.CriticalThinking.com • dealers@criticalthinking.com

**Independent Reseller Questionnaire**  
**Billing Address** (please print)

Company \_\_\_\_\_  
Street or PO Box \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Web Site \_\_\_\_\_  
E-mail INVOICES to: \_\_\_\_\_  
\_\_\_\_\_

**Shipping Address (if different)**

Company \_\_\_\_\_  
Street or PO Box \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Fax: \_\_\_\_\_  
Federal ID Number (FIN) \_\_\_\_\_  
E-mail SHIPPING CONFIRMATION/TRACKING to: \_\_\_\_\_  
\_\_\_\_\_

**BACKORDER INSTRUCTIONS**

Not Yet Published Products: Cancel All: \_\_\_\_\_ Cancel after 120 days \_\_\_\_\_ Do Not Cancel \_\_\_\_\_  
Temporarily Out of Stock: Cancel All: \_\_\_\_\_ Cancel after 60 days \_\_\_\_\_ Do Not Cancel \_\_\_\_\_

**Marketing Information**

So that we may recommend the best products for your company, please indicate your market shares below, giving an approximate **percentage** of your business volume for each.

Schools \_\_\_\_\_% Teachers \_\_\_\_\_% Homeschooling Parents \_\_\_\_\_% Parents \_\_\_\_\_% Clients \_\_\_\_\_%  
Books \_\_\_\_\_% Software \_\_\_\_\_%  
Grade Levels: PreK-4 \_\_\_\_\_% Grades 5-8 \_\_\_\_\_% Grades 9-12+ \_\_\_\_\_% Other \_\_\_\_\_%

**Please tell us how you market your products: (Mark all that apply)**

Produce a paper catalog or listing? \_\_\_\_\_ If so, when do you review new products? \_\_\_\_\_  
\_\_\_\_\_  
Sell primarily to clients or local customers? \_\_\_\_\_  
Produce a personal or company Web site? \_\_\_\_\_ Web Site Address: \_\_\_\_\_  
Sell on EBay or Amazon Store? \_\_\_\_\_ Store Name: \_\_\_\_\_  
\_\_\_\_\_

**Required Signature**

I acknowledge that I have received and read the TCTC Independent Reseller Information, the Premium Distributor Policy, and the Conference Sales Policy. If this is a new account, I meet the requirements for opening an Independent Reseller account with The Critical Thinking Co.™ and am enclosing a **copy of my state resale license or local business license** (where there is no state sales tax) with this questionnaire. I understand that all orders must be prepaid until or unless I am granted invoice status by TCTC.

Signed (owner) \_\_\_\_\_ Date \_\_\_\_\_