

Heartline Fitness Products, Inc.

DEALER Application

Date: _____

Please Answer All Questions, Indicate N/A next to nonapplicable questions

Company Name: _____

Contact: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Years in Business: _____

Locations

(attach separate sheet if needed)

| City/State | Phone | Manager | Facility Type* | Sq. Feet | Yrs in Bus |
|------------|-------|---------|----------------|----------|------------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |
| 7 | | | | | |

Facility Type: Free standing building, strip mall, shopping mall, warehouse

Personnel

Total Number Employees (All Locations): _____

Breakdown: Sales: _____ Service: _____ Clerical: _____

Do you have a separate institutional sales department? Yes _____ No _____

If So, How many employees? _____ Geographic Area Covered: _____

Products Sold (Use additional sheets if needed)

| Brand Name | Product Type | Years Sold | % of total Sale | Models Displayed |
|------------|--------------|------------|-----------------|------------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |

Sales Markets

Please Rank in Sales Volume, starting with the Number 1, the following types of customers served:

Retail _____ Corporations _____ Fitness Center _____ YMCA _____ Schools _____

Police/Fire _____ Hotel/Apt/Builders _____

Other (explain) _____

Advertising

What publications do you currently advertise in? _____

Have you advertised via: Direct Mail _____ Television: _____ Radio: _____ Other(explain): _____

What local or regional trade shows have you participated in? _____

What is your estimated annual marketing budget in dollars? \$ _____ and/or _____% of total sales vol

If appropriate, please state future growth plans: _____

Which Heartline Products do you wish to display by location? _____

Thank you for providing the information on this application. This will allow us to evaluate your request to become an authorized Heartline Dealer.