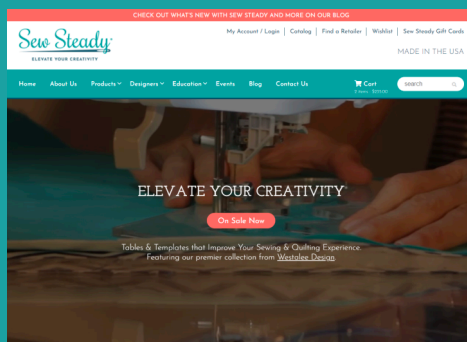


WEB DIRECT PROGRAM

DRIVING SALES TO YOUR STORE



Join our Web Direct / Affiliate Reseller Program Sew Steady will capture online sales and new customers for your store!

Goal In today's "on-line buying world" Sew Steady is now making it easier for the customer and reseller to buy our products at the convenience of their finger tips. Our goal is to partner with resellers by offering our entire catalog and expertise to help capture online sales. These sales will be shared with you as a participating Affiliate & Web Direct Reseller.

How Display and demo Sew Steady & Westalee Design products with provided sign package in your store. Have active sales in your store in the last 6 months. Sign our web direct program agreement and have an active email account to accept and acknowledge orders. Finally must have a designated area in your store to receive and hold on-line orders until customers pick up.

Why Capture sales you would not have received by customers that order online. Sew Steady is sending new customers into your store with the promise of free shipping with in-store pick up. This increases your customer base and the opportunity to build store loyalty. Get Sew Steady store credits for sales you didn't have to generate. We're helping you sell our entire product line without having to know it all.

The Details Customer types in zip code at checkout from Sew Steady's website, and participating Web Direct Resellers nearby will generate for customer to select their preferred for in-store pick up. Sew Steady will take payment for the order and add your affiliate sale to the order. You will then receive a PayPal payout for the order on the 1st of the month, 45 days after the sale. Affiliate cash payouts will range from 30% - 40% based on your reseller level with us. No fees or shipping charges will apply. Order confirmations will be emailed to you. We will ship the order to your store unless notified by you, within 1 business day, that you already have the product to pull from stock.

Ask us how to increase your Web Direct Reseller reach by becoming an Education Center!

WEB DIRECT & AFFILIATE PROGRAM

Dream World Northwest, Westalee Design, and Gibson Holders.

Sew Steady is agreeing to promote your company as listed below with our Reseller Web Direct Program.

Sew Steady agrees to exercise its best efforts to promote the sale of and obtain orders for your company on our Website as a Preferred Reseller in the consumers territory at checkout. Web Direct reseller selection will use criteria in order listed below:

- 1. Consumer Request**
- 2. Westalee Design Education Locations within a 50 mile radius**
- 3. Active Web Direct Resellers within a 20 mile radius**

Web Direct Process:

Upon receiving retail orders on our website in your territory, Sew Steady will contact you for order fulfillment.

- a. If you already have the product in stock contact us with in 24 hrs of receiving notifications, you have the option of using your product on hand to fulfill the order and Sew Steady will replenish your inventory.**
- b. If you do not have or carry the product, the consumer will have the option of shipping to your Store, for in-store pickup**

Affiliate Process:

- 1. Reseller will be provided a token to add to the end of any URL to promote product specific product sales or overall sales..**
- 2. The Reseller is encouraged to use our current promotions, our facebook lives promoting a product, and youtube videos to help promote those products on social media and via email to customers.**
- 3. The consumer will use the link with the reseller token and in turn the reseller will get credit for every order and the token will be saved in the consumer cookies for up to 30 days. That means more potential sales for the store.**

Sales Payouts:

In either situation, Sew Steady agrees to give you an affiliate credit for the sale. The affiliate payout range is listed below and is based on your volume of business with Sew Steady in the last 2 quarters. This is reviewed and updated annually. Affiliate Payouts: 35% for Silver (\$500 in Qtrly Sales), 40% for Gold (\$2500 in Qtrly Sales).