

Reserve Selection Program Summary

What is Elkay Reserve Selection?

- An assortment of Elkay branded premium residential sinks sold exclusively by Elkay to our Traditional Wholesale Distributor Customers.
- The assortment consists of the following Elkay product lines:
 - Elkay Lustertone Iconix™ Stainless Steel Sinks and Sink Kits
 - Elkay Quartz Luxe® sinks with Perfect Drain
 - Elkay Fireclay Workstation Sink Kits

Why is it being offered exclusively to the Traditional Wholesale Distributor Channel?

- Elkay Reserve Selection sinks include value-added features and benefits that elevate their beauty and functionality beyond standard kitchen sinks. These features and benefits are best explained to residential homeowners and designers through a consultative experience that is typical of our Traditional Wholesale Distributor Channel partners and their associated showrooms.

What are the guidelines for selling Elkay Reserve Selection?

- Traditional Wholesale partners may sell Elkay Reserve Selection through their own brick and mortar locations.
- Traditional Wholesale partners may also redistribute Elkay Reserve Selection to their brick and mortar Kitchen and Bath Showroom Customers.
- The retail and e-commerce channels are not considered part of the Traditional Plumbing Wholesale Channel. Therefore, they will not have access to the Elkay Reserve Selection assortment. Distribution of Elkay Reserve Selection through these channels would be contrary to our mutual goal of having an exclusive assortment for our Traditional Wholesale partners. Therefore, such redistribution by a Traditional Wholesale partner through these other channels will result in Elkay Reserve Selection no longer being available to that Traditional Wholesale partner.
- Elkay Reserve Selection may NOT be sold online by any customer. This guideline includes sites owned by our Traditional Plumbing Wholesale partners, by their Kitchen and Bath Showroom Customers, and market-places owned by e-commerce channel customers.
- Pricing for Reserve Selection products should not be available online on your websites. However, Traditional Wholesale Distributor partners and their brick and mortar Kitchen and Bath Showroom Customers may communicate product information online and may say, "contact our nearest showroom" for pricing information.
- If a Traditional Plumbing Wholesale customer does not conform to the stated guidelines, Elkay reserves the right to discontinue access for that customer to the Reserve Selection portfolio.

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