



NEW ACCOUNT PACK

Before submitting new account packet, please fill out the following information completely, sign and date.

- Retailer Policies & Procedures Form
- Privacy & Security Statement
- Credit Application Form
- General Continuing Guarantee
- General Terms/Conditions/Policies & Ordering Info.
- Credit Card Authorization Form
- Purchase Order Req. Form
- Retail Price List



Retailer policies and procedures

Account applications

All Open Accounts must be requested & have completed a signed New Credit Application before the store can be considered as an Alias account. Anticipate that this Credit Approval process may take up to 15 working days.

Terms

Open Accounts Net 30 standard / Net 60 or 90 negotiable.
Other Accounts & First Orders COD or prepaid Check / Credit Card.

Shipments

F.O.B. Santa Cruz, California

Unless specified by Account, we will do our best to ship in the most efficient & convenient parcel service or common carrier.

Order windows

All orders must be written with a 30 day shipping window on either side of the specified start ship date for delivery. Alias reserves the right to Split ship Apparel & Footwear orders.

Minimum opening orders

In order to establish a proper presentation of Alias product and image with our retail & Dealer Accounts, we have established a minimum order requirement in the amount of \$250. Less than minimum orders will be charged a \$10 processing fee and may ship C.O.D.; this is also true for re-orders / fill-in orders that are less than \$100.

Transshipping

Any account that transships goods to another location, retailer or distributor without prior written approval will have all orders that are booked with Alias cancelled and the account will be closed immediately.

Deadline for orders

All seasonal pre-book discount orders are on a pre-book basis. Alias accounts must place their orders in accordance to the Alias order deadlines to insure proper delivery of goods. Alias is a cut to order company and will not over cut to accommodate late orders.

Re-orders

Alias will stock some inventory in apparel, accessories and limited supplies of our best selling styles for re-order business. All re-orders will require a minimum of a one week ETD ship date. As mentioned re-orders & fill-in orders that are less than \$100 will incur a \$10 processing fee.

Returns

No product will be accepted without first obtaining Return Authorization # from Alias via phone, which must be displayed on the return carton of the goods. Returned product must arrive freight prepaid.



Alias R.P.P. continued-

Items returned should be sent via certified mail or by traceable means.

Reasons for returns:

1. Defective
2. Not item/s ordered

All other request for returns will be denied or will incur a re-stocking charge of 15%. Abused product and normal wear & tear will not be covered; proof of purchase must accompany all returns.

Order Cancellations

Alias does not accept order cancellations within 45 days of the start ship date. Alias is a cut to order company. Once an order is placed by the retailer, we are committed to delivering a quality product on time. In order for Alias to fulfill this commitment, Alias must purchase the fabric and produce the goods for the retailer months in advance of the retailer's delivery date. When the retailer places their orders with Alias, they are making a commitment to Alias that they will accept and pay for the goods that were built for them. By placing an order with Alias the account is also agreeing to our policies and procedures.

Refusals

Any account that refuses a shipment from Alias for any reason without prior written approval, will receive one courtesy call from Alias customer service dept. to try and reship or to resolve the refusal. If the refusal is not resolved within 48 hours, the account will be placed on hold and the freight for the refused order will be invoiced to the account, plus a 25% re-stocking fee. The account will remain on hold until the order is reshipped and the original freight has been paid. If an account refuses an order from Alias more than once, Alias will cancel all future orders, charge the account for the freight of the refused shipment, put the account on hold until further notice and/or reserves the right to close the account immediately.

Advertising/Promoting

In order to protect Alias' brand name, logos and image, Alias requests that any form of advertising of the Alias name, brand and logo in any manner not be used in any form without prior written permission from Alias. This includes print advertising, web sites, TV, radio, promotional goods/signs and any other form of advertising/media or usage not mentioned.

I have read all the retailer policies and procedures set forth by Alias. As an Alias retailer/Dealer, I understand and agree to abide by and follow these policies and procedures.

Retailer signature

Title

Date

Alias Footwear
www.AliasFootwear.com

1600 Chanticleer Ave., Santa Cruz, CA. 95062

Dir: 831.465.9159 / Fax: 831.401.2445
Email: aliasfootwear@sbcglobal.net



Satisfaction Guarantee and Return Policy

SATISFACTION GUARANTEED

If you're not satisfied with your Alias shoes, we'll gladly give you a full refund, or credit towards replacement, within 30 days of purchase. It's a good idea to first test your new shoes on a carpeted floor to be sure the fit is just right.

RETURN POLICY - EASIER THAN EVER

If you should wish to return your shoes for any reason, please do so within thirty (30) days of purchasing them. Requests for credit or exchanges for returns made after thirty (30) days are subject to Alias' discretion.

Please call our customer service number 831-465-9159 for an RA number before returning any merchandise. Forward the box and shoes along with your name, return address, and reason for return via an insured carrier to the address listed below:

Alias Footwear
1600 Chanticleer Ave.
Santa Cruz, CA. 95062

Merchandise with manufacturing defects will be replaced or refunded at Alias' discretion.

Alias does not accept returns for excessively worn or damaged products.

If you have purchased shoes at another retailer, we suggest that you return the shoes to them so that they may address your concerns directly.

Credit adjustments for returned shoes may not show up for a period of time, depending upon the time of return and your credit card billing cycle. If you have requested an exchange, we will credit your charge card for the returned item and charge your card the appropriate amount for the replacement pair upon shipping the shoes (with complimentary standard shipping).

Privacy and Security

Alias Protects Your Privacy

We know how much you value your privacy. That's why we never sell, rent or share our customers' names with any other company.

We never sell, trade, or otherwise disclose personally identifiable information to anyone other than Alias Footwear & Visual Concepts, which funds the Alias Brand, and in very rare cases, to law enforcement agencies or by court order. You can rest assured that providing your personal information to Alias Footwear will not result in junk mail or telemarketing calls. When you register, if you indicate that you wish to receive special offers, Alias or V.C. will contact you by fax, e-mail or snail-mail occasionally to inform you of changes to our Web site, promotional events and new product releases. You are given the opportunity at all times to notify Alias in the event that you prefer to be removed from our contact list. We will not share your information with any other company.

ALIAS FOOTWEAR / V.C. - CREDIT APPLICATION

IMPORTANT NOTICE: THIS APPLICATION CANNOT BE FAXED. PLEASE COMPLETE AND SEND VIA MAIL, AS WE MUST HAVE AN ORIGINAL SIGNED DOCUMENT TO COMMENCE BUSINESS!

Golf Shop Pro Shop
 Surf Shop Alt.
X TYPE OF SHOP

BUSINESS NAME/DBA _____ SALES REP NAME _____ V.C. ACCT # _____
BUS. ADDRESS _____ CITY _____ STATE _____ ZIP _____
BUS. PHONE _____ FAX _____ OWNER'S SS# _____ D&B # _____
THIS LOCATION SINCE (DATE) _____ YEARS ESTABLISHED _____ PARENT COMPANY _____
ADDRESS IF SUBSIDIARY _____

PLEASE PROVIDE THE REQUIRED INFORMATION BELOW. INFORMATION WILL BE HELD IN STRICT CONFIDENCE

NAME(S) OF PRINCIPAL(S) _____ PHONE# _____

PRINCIPALS ADDRESS _____

BANK _____ BANK ADDRESS _____

BANK OFFICER OR DEPARTMENT _____ ACCOUNT # _____ PHONE# _____ FAX# _____

QUICK CHECK REF'S:	<input type="checkbox"/> NIKE	<input type="checkbox"/> FOOTJOY	<input type="checkbox"/> DEXTER	<input type="checkbox"/> TAYLOR MADE	<input type="checkbox"/> CALLAWAY	<input type="checkbox"/> ADIDAS	
<input type="checkbox"/> PING	<input type="checkbox"/> PUMA	<input type="checkbox"/> ECCO	<input type="checkbox"/> DC SHOES	<input type="checkbox"/> VAN'S	<input type="checkbox"/> BITE	<input type="checkbox"/> SKETCHERS	<input type="checkbox"/> OAKLEY

REFERENCE (BUSINESS NAME) _____ COMPLETE ADDRESS _____

YOUR ACCOUNT # _____ PHONE# _____ FAX# _____

REFERENCE (BUSINESS NAME) _____ COMPLETE ADDRESS _____

YOUR ACCOUNT # _____ PHONE# _____ FAX# _____

REFERENCE (BUSINESS NAME) _____ COMPLETE ADDRESS _____

YOUR ACCOUNT # _____ PHONE# _____ FAX# _____

RESALE CERTIFICATE I HEREBY CERTIFY THAT _____
LEGAL BUSINESS NAME _____

HOLDS A VALID STATE OF _____ SELLER'S PERMIT # _____ ISSUED PURSUANT TO THE SALES and use tax law. That we are engaged in the business of selling and/or distributing golf shoes and/or apparel. That we will resell the tangible personal property which we shall buy from Alias / DBA Visual Concepts (hereinafter "V.C.") and further certify that if any property so purchased tax free is used or consumed by the firm for purposes other than retention, demonstration, or display while holding it for sale in the regular course of business as to make it subject to a sales or use tax, we will report and pay the proper tax due directly to the proper taxing authority. Further, we shall also inform Alias/V.C. and reimburse it for any taxes, fines, interest, or other charges it may have to pay because of our failure to supply it with current accurate information with respect to our account and non-exempt use we may make of materials purchased from it. This certificate shall be part of each order, which we may hereafter give to Alias/V.C. unless our order specifies otherwise. I declare under the penalties of false statement that this certificate has been examined by me, and to the best of my knowledge and belief, is a true, correct, and complete certificate. I will abide by the terms and conditions specified in the various catalogs and publications of Alias Footwear. I authorize the above listed bank references to release all information requested by Alias/V.C. I am at least 18 years of age. All purchases made through this account are made exclusively for business and investment purposes and not for personal use. I am authorized to do such on behalf of the above store.

WE CERTIFY THAT ALL THE INFORMATION ON THIS FORM IS CORRECT.

OWNERS SIGNATURE: _____ TITLE: _____

PRINT NAME: _____ DATE: _____

ALIAS FOOTWEAR / V.C. - CREDIT APPLICATION CONTINUED

IMPORTANT NOTICE: THIS APPLICATION CANNOT BE FAXED BACK TO US. PLEASE COMPLETE AND SEND VIA MAIL AS WE MUST HAVE AN ORIGINAL SIGNED DOCUMENT TO COMMENCE BUSINESS.

GENERAL CONTINUING GUARANTEE

In consideration of the extension of credit for GOODS/WARES/SERVICES extended by the seller mentioned, I / we as individuals and jointly and severally guaranty unto the seller, its successors and assigns, the prompt payment of any and all indebtedness of the applicant to the seller according to the terms thereof, which applicant may now or at any time hereafter owe to seller, or seller's successors or assigns, together with interest thereon.

Notice of every kind or nature including those of any action or non action on the part of the applicant, seller or anyone else, are hereby fully waived by the undersigned. I / we hereby waive the right to require the seller to proceed against the applicant or to pursue any other remedy, waive the right to have the property of the applicant first applied to the discharge of indebtedness and waive the pleading of any statute of limitations as a defense to the obligations thereunder.

In case suit or action is instituted to collect any portion of an account owed by any parties to this agreement, I / we promise to pay such additional sum as the court may adjudge reasonable for attorney's fees to be allowed in said suit or action, or collection fees charged by a professional collection agency.

Because of variables beyond the manufacturer's control which may affect results, the manufacturer makes no warranty of any kind, express or implied, including that of merchantability, other than that the product conforms to its applicable current specifications. If breach of warrant is established, the buyer's exclusive remedy shall be repayment of the purchase price or, at the manufacturer's option, replacement of the non-conforming product. The buyer expressly waives any claim to additional damages, including consequential damages. Warranty claims void unless made in writing within ten (10) days from the purchase date. Warranty runs exclusively to the benefit of the original buyer.

BUSINESS NAME

OWNER'S SIGNATURE

DATE

OWNER'S SIGNATURE

DATE



ALIAS FOOTWEAR/V.C. GENERAL TERMS / CONDITIONS / POLICIES & ORDERING INFO.

DEALERSHIP / DISCLAIMER POLICY

Alias Footwear is highly selective in approving and maintaining authorized dealers. Alias reserves the right to adjust distribution if necessary to maintain standards in service, product representation and image. Each dealership having more than one shipping location must submit in writing to Alias Footwear all shipping locations. ALIAS FOOTWEAR products are to be sold in authorized dealer locations only and sold to end-users only. They may not be sold in any other fashion without prior permission, including, but not limited to, mail order, Internet online sales or re-distribution out of the USA.

NEW ACCOUNTS / BILLING TERMS

Open Accounts terms are Net 30. A completed credit application must be reviewed & approved by Alias/V.C. credit dept. to obtain Open Account status. Possession of this price list/application or the corresponding product catalog does not necessarily give the holder open account status or the ability to purchase direct from Alias. Other Accounts & first orders placed are COD certified check or pre-payment by credit card.

ACCEPTANCE OF ORDERS

All orders are subject to approval and acceptance by Alias/V.C. Credit Management. Shipment will be contingent upon the dealer's credit standing at the time of shipment. All prices and programs are subject to change without notice. Prices in effect at time of shipment will prevail. Accounts must advise Alias of any errors or discrepancies within 10 days of receiving order. Acceptance of your Purchase Order constitutes an agreement based solely on Alias' published terms and conditions. We reject any terms or conditions on dealer purchase orders that are inconsistent with our own. Alias shall not be liable for inability to ship orders due to material shortages, quota restrictions, U.S. Customs delays and/or shipping line delays. Alias also assumes the right to cancel any back order totaling less than \$50 upon notification. We will make every effort to substitute similar merchandise should extensive delays occur.

PRICING

Prices are in effect September 1st, 2004. Prices are subject to change periodically without notice. All orders are subject to approval by Alias Footwear and are not binding until acceptance by Alias Footwear/V.C.; we reserve the right to refuse any order at any time.

LATE PAYMENT

Dealer agrees to make payment in accordance with the schedule and amounts set forth on the invoices, price list and credit applications provided by Alias Footwear. Dealer understands that any price discounts by Alias Footwear are contingent upon prompt payment in accordance with Alias/V.C. terms and conditions, and dealer agree to pay the full non-discounted price for any merchandise for which full and timely payment is not made. Dealer agrees to pay service charges on payments past due at the rate of 1.5% per month (18%annual) on delinquent balance. In the event it becomes necessary for Alias/V.C. to retain the services of an outside agency to assist in collection of any amounts past due, dealer agrees to pay Alias/V.C. all reasonable collection costs, attorney fees and court costs, and all other fees associated with collection of the past due amounts. If dealer becomes past due in its payments to Alias Footwear/V.C. we may, at our option, accelerate all invoices to become due and payable immediately. The laws of the State of California shall govern the interpretation and enforcement of this agreement. Any dealer whose check is returned (NSF, Stop Payment, etc.) by the bank will pay any and all NSF charges PLUS \$20, be automatically be placed on a prepaid cash basis and may have their dealership revoked. **NO ORDERS WILL BE ACCEPTED FROM DELINQUENT ACCOUNTS UNTIL UNPAID BALANCE IS PAID IN FULL**

MINIMUM ORDER

We try to maintain a Minimum opening order of US\$250.00 Less than minimum orders will be charged a \$10 processing fee and may ship C.O.D. and as well re-orders/fill-in orders under \$100 will also incur a processing fee.

FREIGHT POLICY

Alias Footwear retains the right to allow a 30-day window on either side of the specified start ship date for delivery. Footwear and Apparel orders may be split shipped. Unless routing instructions are specific on Purchase Order, Alias Footwear will select the most direct or least expensive parcel method. All terms are F.O.B. Santa Cruz CA. The proper transfer of your shipment to an alternate carrier also transfers responsibility to that carrier. Any claims of any nature must be made with the carrier at point of delivery. Prepaid truck shipments will be billed at cost plus a \$15 handling fee. Unless specified, all orders are shipped collect. FedEx & UPS (or DHL) shipments also include the cost of insurance and handling. If you prefer delivery by the U.S Postal Service, please advise us, thus the case to all P.O. Boxes. Shipments to APO's and FPO's must ship Air Postal Post only. Shipments to non-U.S. destinations will be charged \$20 for the special handling involved – plus all applicable freight charges.

CLAIMS AND REFUSALS

All shipments, as mentioned, are F.O.B., Santa Cruz, CA, freight collect by UPS, USPS or common carrier. Claims of short or mis-shipments must be made within 10 days of receipt of goods. In such instances, your sales representative should be notified of the problem to ensure prompt service. Lost or damaged shipments should be dealt with through the freight carrier. Refusal of shipments will not be tolerated; one courtesy call may be received & refusal must be resolved w/in 48hrs. If an order is refused, the dealer will be liable for all shipping charges and a 25% restocking fee, and risk possible loss of dealership. Future Alias Footwear shipments will be held until all refusal fees are paid in full.

WARRANTY RETURNS

All merchandise sales are final unless otherwise specified and mutually agreed in writing. No merchandise may be returns to Alias Footwear without prior authorization, issued by phone, from Alias. The return Authorization # must be prominently displayed on the outside of each carton returned. Items returned should be sent via certified mail or by traceable means. If an item is returned for reasons other than damage or defective, a 15% re-stocking charge will be made. Abused product and normal wear and tear will not be covered; proof of purchase must accompany all returns. The product must arrive freight prepaid.

SPECIAL NOTICE

We try to ensure that all information is correct & accurate at the time of printing. Alias reserves the right to change prices printed without prior notice and to invoice at the corrected price. While we try to portray our product as accurately as possible, colors may vary slightly due to the printing process.



CREDIT CARD AUTHORIZATION FORM

I authorize Alias Footwear / V.C. to bill the credit card listed below for purchase(s) made.

Card #: _____ Exp. Date: _____ / _____

Name on Card: _____ Phone #: _____

Billing Address of Card: _____

Visa MC AmEx Discover Last 3 Digits (Back) _____

Account Name: _____ Invoice #: _____

*Please specify preference below for billing card by checking appropriate box:

One time Authorization / Call per Invoice / Automatic Payments with card

** *Purchases by Wholesaler's are subject to 3% processing fee*

One time billing authorization. US Dollar Amount \$: _____

Please call before billing. Release & bill card listed automatically.

Authorized Signature

Date

Alternate Shipping Address: _____

Please fax to: Alias/V.C. Credit Department @ 831.401.2445