

ENVIRONMENTAL TECHNOLOGY INC. ENDORSEMENT FEE PROGRAM



Dear Designer,

Thank you for your interest in our products. Attached is a copy of our:

DESIGNER ENDORCEMENT PROGRAM AND PRODUCT REQUEST FORMS.

ETI has been a manufacturer in the craft industry for over 40 years and we are proud to provide innovative and quality products for creative ventures. Our products include EnviroTex Lite® a pour-on High Gloss Finish and Castin' Craft®, a complete line of casting supplies including low odor EasyCast® casting epoxy, ready-to-use molds and EasyMold® mold making silicone. We also launched a new product for the jewelry market called EnviroTex Jewelry Resin® in the fall of 2011.

ETI recognizes the importance of designers and their role in the craft industry. We will support you with product to use in your designs in exchange for finished projects. We will also pay endorsement fees when your projects are published. The attached guidelines explain the requirements for eligibility in our program.

Please do not hesitate to contact us if you have any questions about our designer program or products.

Sincerely,

Carl Becker V.P.

Email: cbecker@eti-usa.com

Designer Endorsement Fee Requirements

- The Designer Endorsement Form must accompany all requests for endorsement fees.
- All magazine or trade publications must be nationally distributed.
- The instructions on the project package must be followed and the designer must properly instruct consumers on the correct use of the product. Incorrect use of information of the product will not be endorsed. Please call or go to our web site if you have any technical questions about any of our products.
- The design may not include competitor companies' products.
- The same design cannot be submitted for payment more than once.
- Each submission must be an original design.
- Colored copies of published designs, articles, books, videotape and television show air dates must be submitted before endorsement fees will be paid.
- Please submit the criteria within 60 days of the release of your project.
- All submissions will be carefully reviewed and kept confidential.

Fees

MAGAZINES (nationally distributed)

Fees vary from \$50 to \$100 depending on the number of products used and if they are an important part of the design. We will add an additional bonus of \$25 if the project appears on the cover of the magazine.

HARD BOUND AND SOFT BOUND BOOKS

For books that contain six or more separate projects using ETI products the fee is \$150. Books that contain 1 to 5 projects will be based on complexity of design, publication's circulation and presentation.

TV AND VIDEO

• Fees for projects presented will vary from \$50 to \$150 depending on the show. We will review any proposals that are presented to us.

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<http://www.eti-usa.com>

cbecker@eti-usa.com

We want to hear from you about what you think of ETI products. CHA is in January, will you be attending? If so, feel free to stop by our booth for a review of our new products as well as the opportunity to discuss your project ideas.

DESIGNER ENDORSEMENT FORM

Fax: 250-655-4722 Email: cbecker@eti-usa.com

Designer Name

Business Name

Address

State/Province

Phone Number

Email

Country

Zip/Postal Code

Fax Number

Web Site

Blog Site

Facebook Page

Twitter

Social Security Number (US only)

Design Submitted

Date Submitted

Name of Magazine, Book, TV Show or Internet site

Published or Produced by

Date of publication or air-date

ETI Use Only

Approved By

Endorsement Fee Amount

Date Sent

Date Approved

PRODUCT REQUEST FOR FINISHED DESIGNS

ETI will gladly send you products you need in exchange for a finished design (including instructions) using our products. Please follow these requirements:

- Please go to our web site www.eti-usa.com for a complete listing of all our products. When requesting the product, please be clear with the details such as product numbers, product description and amount needed. Requests such as "all soap products" will not be remitted.
- Each request must be accompanied by the signed Product Request Agreement. With this form, you agree to send us a finished project within 60 days of receiving the product and give ETI full rights to the project.
- Please send your request to ETI Attention: Designer Program. You can also email in your product request with the Product Request Agreement form attached.

ETI PRODUCT REQUEST AGREEMENT

This letter will confirm our agreement with

(thereafter referred to as Contributor),

in consideration of product as full compensation for the rights granted, hereby agree to sell, transfer and assign to Environmental Technology, Inc (ETI), all rights of copyright worldwide to the following described Work:

Work title: _____

The rights granted herein include, but are not limited to, the right to edit, alter and modify the Work, to use the work for promotional purposes, and to publish, reproduce or authorize the publication of the product(s) containing the Work in all formats, whether or not existing, including without limitation, all digital electronic and optical formats.

Contributor warrants that contributor is the creator and sole owner of the Work; that it contains no unlawful matter; that it has not been previously published; that it does not utilize any part of a previously published Work; and that Contributor has full authority to grant this sale. The undersign will hold ETI harmless for breach of this warranty.

ETI will make a full contribution of product requested for the Work prior to receiving the Work and receipt of this signed agreement. Please keep a copy of this agreement for your files. Please sign and return this original. The contributor will provide the sample no later than 60 days after receiving the product.

Agreed to: _____
Signature of Contributor & Date _____
Phone Number _____