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June 29, 2026

WARING® INTERNET RESELLER AUTHORIZATION PROGRAM ANNOUNCEMENT

Dear Customer:

Conair LLC dba Waring (“Waring”) recognizes the importance of WARING® resellers to sustain healthy margins on the sale of WARING® Products. Therefore, to ensure that our end users are being provided a quality sales experience and appropriate customer support, Waring has implemented a new U.S. Internet Reseller Authorization Program (“Program”) and Unilateral Minimum Advertised Price (“UMAP”) Policy, each of which will become effective on **August 1, 2026**. This letter provides information about the Program and the UMAP and our expectations with respect thereto.

a. U.S. Internet Reseller Authorization Program

In order for any resellers to sell WARING® Products on the Internet, they MUST become an Authorized WARING® Internet Reseller (“Authorized Internet Reseller”).

To become an Authorized Internet Reseller a reseller must sign a United States Authorized Internet Reseller Agreement (“Agreement”) that will regulate the manner in which they sell online. We believe the Program will create a more stable online WARING® brand presence, consistent high quality digital content, healthy available margins, and bring an end to free-riding by discount retailers or gray market sellers who provide few or no services. If you are currently selling WARING® products on the Internet, we will reach out to you about getting authorized and you will receive a subsequent email from Waring via DocuSign on or before **July 15, 2026** that will contain our Waring United States Authorized Internet Reseller Agreement. If you are not authorized, you will not be able to sell WARING® products online and could receive a takedown notice from us or our legal representative. If your customers wish to sell on the Internet, please instruct them to apply by contacting us at **authorizedseller@waring.com by no later than July 10, 2026**.

To be clear, you and all of your customers are allowed to sell WARING® Products through your brick-and-mortar locations, however, anyone who has not been approved for Internet sales is strictly prohibited from selling WARING® Products on the Internet. If we notify you that any of your customers are selling WARING® Products on the Internet without having applied and been approved as an Authorized Internet Reseller, you are expected to stop supplying them with WARING® Products immediately or they will receive a stop-shop/cease and desist letter from our enforcement team and/or our legal representative.

If you continue to knowingly sell WARING® Products to unauthorized Internet resellers, Waring will be forced to take any and all action, including, but not limited to, withholding promotional funds and products. Therefore, it is important for you to understand the Program and to notify your customers accordingly.

If you are a wholesale distributor, we ask that you forward a copy of this letter and UMAP Policy to all of your customers, i.e., other wholesalers and distributors that have purchased WARING® Products from you in the last 18 months.

b. Unilateral Minimum Advertised Price (“UMAP”)

Waring has also announced the implementation of a UMAP for the United States for its WARING® products. The UMAP sets forth the list of recommended price points at which we believe our WARING® products should be advertised in order for resellers to enjoy a sustainable margin while simultaneously providing the high-quality level of customer service and appropriate support that the end users of our products have come to expect. This is meant to be a minimum floor price for which certain WARING® products are advertised on the Internet. Nevertheless, we fully encourage all of our resellers to advertise our WARING® products at full MSRP. If a reseller fails to acquiesce with the UMAP, Waring has the right to stop supplying them WARING® products.

Any questions regarding the UMAP should be directed to the Policy Committee at: UMAP@waring.com.

Best Regards,



Dave Phillips
Vice President, Waring Sales

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