

**EXHIBIT A**  
**COASTAL PET PRODUCTS, INC. ONLINE SALES GUIDELINES**

Retailer's approval to sell Coastal Pet Products on Permissible Public Websites is conditioned on adherence to the following terms and conditions:

1. The Permissible Public Websites must not give the appearance that they are operated by Coastal Pet or any third party.
2. Anonymous sales are prohibited. Retailer's full legal name or registered fictitious name, mailing address, email address, and telephone contact must be stated conspicuously on the Permissible Public Websites and must be included with any shipment of Products from the Permissible Public Websites or in an order confirmation email delivered at the time of purchase.
3. At Coastal Pet's request, Retailer will reasonably cooperate in demonstrating and/or providing access to, and copies of, all web pages that comprise the Permissible Public Websites.
4. The Permissible Public Websites shall have a mechanism for receiving customer feedback, and Retailer shall use reasonable efforts to address all customer feedback and inquiries received in a timely manner. Retailer agrees to provide copies of any information related to customer feedback (including any responses to customers) to Coastal Pet for review upon request. Retailer agrees to cooperate with Coastal Pet in the investigation of any negative online review associated with Retailer's sale of the Products and to use reasonable efforts to resolve any such reviews. Retailer shall maintain all records related to customer feedback for a period of one (1) year following the creation or submission of such a record, to the extent legally permitted. Nothing in this paragraph shall be construed to require Retailer to disclose identifying information about its customers to Coastal Pet.
5. The Permissible Public Websites shall be in compliance with all applicable privacy, accessibility, and data security laws, regulations, and industry standards.
6. Retailer shall be responsible for any applicable taxes associated with the purchases of Products through the Permissible Public Websites and any returns of Products.
7. Unless separately authorized by Coastal Pet in writing, Retailer shall not use any third party fulfillment service to store inventory or fulfill orders for the Products. Under no circumstances shall Retailer fulfill orders in any way that results in the shipped Product coming from stock other than Retailer's.
8. In marketing the Products on the Permissible Public Websites, Retailer shall only use images of Products either supplied by or authorized by Coastal Pet and shall keep all Product images and descriptions up to date. Retailer shall not advertise Products not carried in inventory.

## EXHIBIT B

### COASTAL PET PRODUCTS, INC. PRODUCT CARE, CUSTOMER SERVICE, AND OTHER QUALITY CONTROLS

1. Comply with all instructions provided by Coastal Pet regarding the storage, handling, shipping, disposal, or other aspect of the Products, including instructions provided on Product labels.
2. Manage Product inventory on a “first-in, first-out” (FIFO) basis, with older inventory being sold before newer inventory of the same Product.
3. Exercise due care in storing and handling the Products. The Products shall be stored in a cool, dry place, away from direct sunlight, extreme temperatures, and dampness, and in an environment where the Products and the Products’ packaging are not susceptible to soiling, punctures, dents, misshaping, or other physical damage.
4. Sell Products in their original packaging. Relabeling, repackaging (including the separation of bundled Products or the bundling of Products), and other alterations to Products or their packaging are not permitted without Coastal Pet’s separate written consent.
5. Do not remove, translate, or modify the contents of any label or literature on or accompanying the Products.
6. Do not tamper with, deface, or otherwise alter any serial number, UPC code, or other identifying information on Products or their packaging.
7. Do not represent or sell or advertise any Product as “new” that has been returned in condition where it is apparent the Product has been previously used.
8. Promptly upon receipt of the Products, inspect the Products and their packaging for damage, defect, broken seals, evidence of tampering, or other nonconformance (a “Defect”). If any Defect is identified, do not offer the Product for sale and promptly report the Defect to Coastal Pet at customerservice@coastalpet.com.
9. Be familiar with the special features of all Products marketed for sale and obtain sufficient Product knowledge to advise customers on the selection and safe use of the Products, as well as any applicable guarantee or return policy. Be available to respond to customer questions and concerns both before and after sale of the Products and endeavor to respond to customer inquiries promptly.
10. Cooperate with Coastal Pet with respect to any Product tracking systems that may be implemented from time to time.
11. Cooperate with Coastal Pet with respect to any Product recall or other consumer safety information dissemination efforts.
12. Report to Coastal Pet any customer complaint or adverse claim regarding the Products of which you become aware and assist Coastal Pet in investigating any such complaints or adverse claims.
13. Cooperate with Coastal Pet in the investigation and resolution of any quality or customer service issues related to your sales of the Products, including disclosing information regarding Product sources, shipment, and handling.