



COOPERATIVE MARKETING & PROMOTION PROGRAM

Thank you for your support of Ansell products! This program is designed to help defray the production expenses for many types of promotional projects. The objective is to help make it easier for distributors to increase sales by promoting Ansell products to end-users.

Please note, however, that this is **not a co-op allowance**—specific guidelines of eligibility are covered in the following sections. A quick review of these guidelines will make it easy to claim earned co-op funds, and will ensure that your claim is processed quickly and efficiently.

ANSELL RESERVES THE RIGHT, IN ITS SOLE DISCRETION EXERCISED AT ANY TIME, TO REVISE, MODIFY, OR ELIMINATE THE PROGRAM DESCRIBED IN THE FOLLOWING SECTIONS.

PROGRAM GUIDELINES

I. CO-OP FUNDS: How They Are Calculated

1. **Amount.** Available funds are based on one-half of one percent of a distributor's purchases (less returns) of Ansell products from the previously completed Ansell fiscal year (July 1 through June 30).
2. **Time Period.** As noted above, funds are earned from July 1st to the following June 30th. Funds earned during this period are available at any time during the following year, but there is no carryover. Funds not claimed by the following June 30th are forfeited and cannot be claimed.
3. **Limitations.** Co-op payments are limited to a maximum of \$10,000 per fiscal year.
4. **Payment Form.** All co-op payments will be in the form of a faxed credit memo.

II. ELIGIBLE PROJECTS

1. The Ansell co-op program is intended for end-user directed programs. These include—but are not limited to—catalogs, direct mail materials, journal advertising, calendars, scratch pads, etc. Web page development is also included.

All Ansell products shown or described must be identified by their proper brand names, including all trademark designations (@ or ™). The Ansell full-line catalog is a good source for this information, as is the Ansell web site at <http://www.ansellpro.com>. Ideally, products should also be accompanied by the current Ansell logo (see above), but if the proper brand name(s) appear, this is not mandatory.

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All non-repeat requests must be approved in advance by the Ansell Marketing Department. After general approval, proofs, layouts, and/or examples should be submitted for final approval.

2. Not included are: Yellow Pages, broadcast advertising, special events, trade show activity, and postal fees. If you are in doubt concerning a project's eligibility, check in advance with the Ansell Marketing Communications Manager.

III. HOW TO APPLY FOR AVAILABLE FUNDS

1. The following items **MUST** be supplied in order to process co-op claims:

- **Proof-of-performance.** Send a copy of your catalog, mailer, calendar, etc. In the case of a web site claim, a printout or screen capture of the page(s) containing Ansell products is sufficient.
- **Printer or production invoices.** Required to document production costs.
Note: Ansell only reimburses for that portion of a page devoted to promoting its products (full page, 1/2 page, 1/4 page, etc). In the case of a journal ad, be sure to include all associated production and insertion costs.

2. Send your co-op claim with all supporting materials to:

Tracey Caliendo
Marketing Communications Manager
Ansell
200 Schulz Drive
Red Bank, NJ 07701

or email to tcaliendo@ansell.com

3. Request letter. All co-op claims must clearly indicate the cost associated with Ansell's portion of the project. Failure to provide this information will delay your request.
4. Contact information. A notification letter will be sent to the person requesting the credit. The credit memo will be faxed to the number on the request letter to the attention of the requestor unless otherwise specified.

IV. CREATIVE RESOURCES AND MATERIALS

Ansell's Marketing Communications Department maintains an extensive file of digital product images. To access Ansell's Image Library, please register at <http://library.ansellpro.com> or visit www.ansellpro.com and follow the navigation links to the library.

ANSELL RESERVES THE RIGHT IN ITS SOLE DISCRETION TO SUPPORT OR DECLINE A PROGRAM BASED ON CRITERIA OF EFFECTIVENESS OF PROMOTING ITS PRODUCTS TO THE END-USER AT A REASONABLE COST OR ANY OTHER REASON.