



RUDY PROJECT

Technically Cool Eyewear™

2010 CLUB RUDY STARTER KIT PROGRAMS

**GET STARTED NOW! EVERYTHING YOU NEED IS RIGHT HERE!
45, 30 AND 15 PIECE STARTER KIT PROGRAMS THAT ROCK!**

NOW INCLUDED WITH EVERY STARTER KIT:

RUDY UNIVERSITY



Rudy Project offers all new accounts a menu of training programs ranging from "Product Features and Benefits", to "Understanding the Rudy Rx Program" and "FreeForm TEK™ Lenses" at no charge. If you would like to be contacted about participating in one of these Webinars please check the box at the bottom of the Club Rudy program of your choice.

MARKETING SUPPORT

Rudy Project offers a number of marketing tools to assist you in promoting the sale of Rudy Project products. Choose from Ad Slicks or Direct Mail Postcard or E-Mail campaigns (see below) with your logo and address and a choice of messages designed to bring attention to your practice and bring patients in.

Postcards are 4 color front / Black & White back
(email-able versions available)



Bike



Golf



Lifestyle



Run

Messages to choose from *(check MyRudy for new messages/promos):*

Recall

It's time for your annual eye examination. Please call our office today to schedule an appointment.

Now Carrying Rudy

Announcing the arrival of Rudy Project Technically Cool Eyewear. Schedule an appointment to learn about the amazing ImpactRx™ FreeForm TEK™ Lenses – the Best Rx Sports Vision in the World!

Trunk Show

Rudy Project Technically Cool Eyewear Trunk Show [date]
Stop by and learn about Rudy's amazing features and benefits

- Made in Italy using the finest materials
- Athlete Tested
- 360° adjustable temples + adjustable nose pads
- ImpactRx™ FreeForm TEK™ Lenses – the Best Rx Sports Vision in the World!
- Replacement Lens Guarantee
- Free Hard Case & Soft Case included

Latest Promotions *(check MyRudy for current promotions)*

Rudy Project Combo Deal

Buy any Rudy Project Sunglass or Frame and Receive your choice of a FREE Helmet or a Pair of Polar 3FX Lenses (Polar Grey, Polar Brown or Polar Racing Red)
Hurry – Limited Time Offer

Buy a Rudy Project Frame and Receive a Free Rudy Project Backpack, Sports Duffel or Biz Case.

POINT OF SALE



FREE ImpactX™ Flash Activator
+ FREE Counter Top Lens Display
with Prescription Lenses

FREEFORM TEK

Experience the Revolution in RX Sports Lenses



- Order 45 piece – receive FREE FreeForm TEK™ Rx
- Order 30 piece – receive FREE FreeForm TEK™ Rx
- Order 15 piece – receive 50% off FreeForm TEK™ Rx

FreeForm TEK Rebate programs available - ask us for more details or login to MyRUDY

E-COMMERCE

Complete online account access is here! MyRudy - you can now perform the following tasks online:

- Place Orders and Receive Confirmation
- View Your Account Status
- Check Stock Availability
- View and Print Your Monthly Statements
- Pay Your Bill via Credit Card or ACH
- Track Your Shipments
- Receive Periodic Dealer Promotions, Product Updates, Scoop on Rudy via email
- Run Reports

2010 CLUB RUDY STARTER KIT PROGRAMS

CLUB RUDY is the quickest & easiest way to get started with Rudy Project. Complete each section below and fax it to: 877.879.5922 with your 45-piece order & signed credit application. Welcome from all of us at Rudy Project - the Technically Cool family.

Account Name _____ Sales Rep _____

Ordered By _____ Date Ordered _____ Ship Date _____

If choosing "Discount on Up Front Payment" option below, please include credit card information. (MC/VISA/AMEX ONLY)

Credit Card# _____ Exp Date _____ CVC code _____

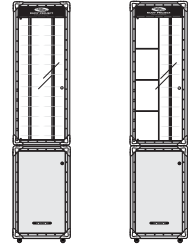
Name on Card _____ Billing Zip Code _____

Authorized Signature: _____

45 PIECE CLUB RUDY STARTER KIT PROGRAM

Choose either: 60/90/120/150 Day Dating* OR 4% Discount on Up Front Payment

Choose: MAD II Tower Lighted - choose Open shelves or rack plus open shelves**
(Shipping paid by account)



+ FREE ImpactX™ Flash Activator

+ FREE Counter Top RX Lens Display with Prescription Lenses

+ FREE FreeForm TEK™ Rx

Choose five (5) Free Merchandising / POS Materials (Pages 62-64)*/** (Max 1 Banner Display with opening order)

Choose two (2) from the following *//**:

FREE 10 Free Consumer Give-Away Promo Items (Hats, Visors, T-shirts) (\$250 MSRP value)

Extra 30 days of dating added e.g., 60/90/120/150/180 (no doubling - can be chosen only once)

FREE Counter Top Lens Display with 8 Plano (non-RX) lenses (\$150 MSRP value)

FREE three (3) Bags under \$100 MSRP value - see page 60 (\$300 MSRP value)

Rudy University



Rudy Project offers all new accounts a menu of webinar training programs ranging from Product Features and Benefits, to Understanding the Rudy Rx Program and FreeForm TEK™ lenses at no charge. If you would like to be contacted about participating in one of these Webinars please check the box below.

I am interested in learning how to participate in one or more Webinars offered by Rudy University.

Marketing Support

Rudy Project offers a number of marketing tools to assist you in promoting the sale of Rudy Project products.

Please check the corresponding box below if you would like to receive more detailed information on the availability of the following:

Free Ad Slicks (downloadable on MyRudy)

Free Pre-Printed Customized Postcards or Customized E-Blast emails

* Note: If account fails to pay Rudy invoice on time; FREE items will be charged to account at wholesale pricing

** Displays are on loan to accounts and remain the property of Rudy Project. ALL Rudy displays may only carry Authentic Rudy Project frames or the loaned displays are subject to repossession and account subject to closure

*** Rudy Project reserves the right to make substitutions based on availability

INTRODUCING OUR AWARD WINNING TECHNOLOGY



Please call our friendly Customer Service Representatives at 888.860.7597 hit 2, or speak with your Authorized Rudy Project Sales Representative to order. Fax orders to 877.879.5922. Programs are subject to change without notice. Items subject to availability. Rudy Project is not responsible for typos.

CUSTOMER SERVICE: 888.860.7597 then hit 2 / fax 877.879.5922 - new applications / www.rudyprojectusa.com / credit@rudyprojectusa.com

2010 CLUB RUDY STARTER KIT PROGRAMS

CLUB RUDY is the quickest & easiest way to get started with Rudy Project. Complete each section below and fax it to: 877.879.5922 with your 30 OR 15 piece order & signed credit application. Welcome from all of us at Rudy Project - the Technically Cool family.

Account Name _____ Sales Rep _____

Ordered By _____ Date Ordered _____ Ship Date _____

If choosing "Discount on Up Front Payment" option below, please include credit card information. (MC/VISA/AMEX ONLY)

Credit Card# _____ Exp Date _____ CVC code _____

Name on Card _____ Billing Zip Code _____

Authorized Signature: _____

30 PIECE CLUB RUDY STARTER KIT PROGRAM

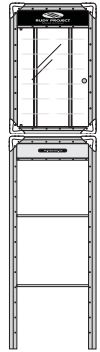
Choose either: 60/90/120 Day Dating* OR 3% Discount on Up Front Payment

Choose either: 24-Piece Locking Lighted Display** (Shipping paid by account) OR

2 x 12-piece Locking Lighted Displays** (Shipping paid by account)



NEED A FREE-STANDING DISPLAY?
 Check here for Free Mad Table option.** (available only with 24-piece Locking Option) (Shipping paid by account)



+ FREE ImpactX™ Flash Activator + FREE Counter Top RX Lens Display with Prescription Lenses
 + FREE FreeForm TEK™ Rx

Choose four (4) Free Merchandising / POS Materials (Pages 62-64)*/** (Max 1 Banner Display with opening order)

Choose one (1) from the following*/**

FREE 10 Free Consumer Give-Away Promo Items (Hats, Visors, T-shirts) (\$250 MSRP value)

Extra 30 days of dating added e.g., 60/90/120/150

FREE Counter Top Lens Display with 8 Plano (non-RX) lenses (\$150 MSRP value)

FREE three (3) Bags under \$100 MSRP value – see page 60 (\$300 MSRP value)

15 PIECE CLUB RUDY STARTER KIT PROGRAM

Choose either: 30/60/90 Day Dating OR 1.5% Discount on Up Front Payment

Choose: 12-piece Locking Display Lighted** (Shipping paid by account)

Choose two (2) Free Merchandising / POS Materials (Pages 62-64)*/** (Banner Displays excluded)



+ FREE ImpactX™ Flash Activator + FREE Counter Top RX Lens Display with Prescription Lenses

+ 50% off FreeForm TEK™ Rx

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CUSTOMER SERVICE: 888.860.7597 then hit 2 / fax 877.879.5922 - new applications / www.rudyprojectusa.com / credit@rudyprojectusa.com



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 San Clemente, California 92673
 ph 888.860.7597 | fax 877.879.5922
 www.rudyprojectusa.com | credit@rudyprojectusa.com

CREDIT APPLICATION

ACCOUNT INFORMATION

Business Trade Name _____ Date _____
 Corporate Name _____ Telephone _____
 Address _____ Fax _____
 Billing Address _____ City _____ State _____ Zip _____
 Shipping Address _____ City _____ State _____ Zip _____
 Email Address (Required) _____ County _____
 Key Contact #1 _____ Key Contact #2 _____
 D&B # _____ Have You Ever Filed Bankruptcy? No _____ Yes _____ Year _____

California and Colorado residents, in accordance with State law, all purchases will be charged the appropriate rate of sales tax unless a tax exemption (Resale) certificate has been received by Rudy Project. A copy of a tax exemption (Resale) certificate is enclosed. ___ Yes ___ No

Type of Entity: Corporation___ Partnership___ Proprietorship___ Year of Incorporation _____ State _____
 Years Under Present Ownership _____ Years at Current Address _____ Franchise? Yes ___ No ___
 Own or Rent Business Space? _____ Landlord _____ Phone _____
 Principal Owners Name _____ Soc. Sec.# _____ Home Phone _____
 Home Address _____ City _____ State _____ Zip _____

Other Officers, Partners, Proprietors

Name/Title _____ Address _____
 Name/Title _____ Address _____
 Name/Title _____ Address _____

CREDIT REFERENCES

Banking References or Credit Card Information (MC/VISA/AMEX ONLY)

Bank Name _____ Phone _____ Checking Account# _____
 Address _____ City _____ State _____ Zip _____
 Credit Card# _____ Exp. Date _____ CVC Code _____
 Name on Card _____ Billing Zip Code _____

TRADE REFERENCES

1. Supplier _____ Phone _____ Account# _____
 Address _____ City _____ State _____ Zip _____
 2. Supplier _____ Phone _____ Account# _____
 Address _____ City _____ State _____ Zip _____
 3. Supplier _____ Phone _____ Account# _____
 Address _____ City _____ State _____ Zip _____

The information and statements in this application are true and complete and are made for the purposes of attaining an open line of credit or to verify credit card information. You are, hereby, authorized to obtain information you consider necessary from any source concerning the statements in this application. In consideration of, and in the order to induce you to establish an open line of credit based on the foregoing application, the undersigned individual promises to pay and guarantees payment for all purchases in accordance with your terms of sale as stated in our Terms & Conditions. If at any time, for any reason, the purchaser is unable to pay for said purchases, when due, the undersigned agrees to pay and authorizes Rudy Project® North America to bill my/our account a service charge computed at the rate of 1 1/2% per month on any past due amount owing on my/our account. In the event it becomes necessary for Rudy Project® North America to incur collection costs, or to institute suit to collect any amount due under this agreement, or any portion thereof, the undersigned promises to pay such additional collection costs, charges and expenses including reasonable attorney's fees if the account is placed in the hands of an attorney or collection agency for collection. The undersigned individual has authority to enter into this agreement and has been duly authorized to execute the agreement on behalf of purchaser. A facsimile copy of this signature is valid as the original, and the authorization is granted for it to be transmitted to financial institutions for the purpose of obtaining commercial credit. By signing below, the purchaser hereby acknowledges and agrees to the Terms and Conditions set forth in the Rudy Project Dealer Price List.

Date _____ Signature of Officer or Principal _____ Title _____

Please Print Name _____

(Signature of Duly Authorized Officer or Principal required for this Credit Application to be processed)