



August 2, 2010

Affiliate Relationship

On behalf of ElliptiGO, we are extremely excited to be entering into a strategic alliance with ART. We are strong believers in ART - not only do we have numerous customers, colleagues, and friends that sing its praises, one of our co-founders, an Ironman Triathlete and Ultramarathoner, has benefited from its application numerous times.

The ElliptiGO is an innovative fitness tool for any individual looking for a low-impact, high-performance outdoor workout. We believe it's the best outdoor cross-training device available today for anyone engaged in a running-based sport or fitness program. We're confident that the ElliptiGO will make a positive impact in the ART community by providing complimentary therapeutic benefits to your clients.

As part of ElliptiGO's national roll-out this year, we will be generating tremendous national press driving tens of thousands of people to our website. We'll be posting information on our website regarding Dr. Leahy's endorsement and ART, which will include a link to ART's Find a Provider System. As we cater to an active, fitness-oriented community, many of whom are interested in the ElliptiGO because of a variety of pain issues and/or injuries, we expect many of these same people will be interested in learning more about ART.

ElliptiGO's strategic alliance with ART includes the opportunity for ART providers to become "ElliptiGO Affiliates" and to earn commissions on referrals generated. **In addition, the first 100 ART Providers to come onboard as ElliptiGO Affiliates can purchase one ElliptiGO for \$1,499, which is more than a 30% discount off MSRP.** We believe the ElliptiGO helps ART providers stay on the cutting edge of fitness and be a resource for your patients – educating them on the product and its health benefits. Finally, the ElliptiGO turn heads and generates a ton of interest. It's a powerful marketing tool that could be leveraged at an expo, at an event, or just while riding.

The following information helps introduce and clarify an Affiliate Relationship with ElliptiGO. If you have any questions or suggestions, please do not hesitate to contact me.

Tulip Pena, ART - Director of Corporate Programs is also available to answer questions regarding the Affiliate Program. He can be contacted at tulio@activerelease.com or at 719-473-2026.

Let's keep people moving,

Bryce

Bryce Whiting
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To become an ElliptiGO Affiliate, email affiliate@elliptigo.com.

ElliptiGO – ART Affiliate Relationship Overview

To get a better understanding of what an Affiliate Relationship with ElliptiGO looks like, please review the following answers to frequently asked questions. If you have any questions that are not answered below, please do not hesitate to contact Bryce Whiting at 619-508-5679 or bryce@elliptigo.com.

How would you best describe an Affiliate relationship with ElliptiGO?	ElliptiGO Affiliates help raise awareness of the product and introduce it to clients/individuals as deemed appropriate. As an Affiliate, you'll have the opportunity to earn a referral fee/commission for any sales you help facilitate.
How do I buy an ElliptiGO for myself? Do I get a discount?	The first 100 ART Providers to come onboard as ElliptiGO Affiliates can purchase one ElliptiGO for \$1,499, which is more than a 30% discount off MSRP. To purchase your ElliptiGO, visit http://store.elliptigo.com and enter Discount Code "ARTOneTime" when prompted.
What is the referral fee I will get paid on sales I help facilitate?	You will get paid a \$100 referral fee on sales you help facilitate.
Can I pass on my referral fee to my clients instead?	Yes. If you would prefer to pass on your \$100 referral fee to your clients as a \$100 discount INSTEAD of getting paid a referral fee, that is your prerogative. Just have them enter Discount Code "ARTClient100" when prompted. Or if you want to split your referral fee (e.g. \$50 discount to your client and you keep a \$50 referral fee), have them enter Discount Code "ARTClient50".
Besides generating some additional income how else can ElliptiGO benefit my business?	As mentioned above, we believe the ElliptiGO will help ART providers be on the cutting edge of fitness and be a resource for your patients – educating them on the product and its health benefits. The ElliptiGO turn heads and generates a ton of interest. It's a powerful marketing tool that could be leveraged at an expo, at an event, or just while riding.
How will you know/track which bikes I sell?	You will be given an Affiliate Code, which you can put on brochures which we'll provide. When someone purchases a bike online, they are prompted to enter the Enthusiast/ Affiliate Code related to the person that helped facilitate the sale. In addition, after they place their deposit, they are asked to complete a post-purchase survey, where we ask them how they found out about the ElliptiGO. And finally, if we cannot determine how someone became aware of us, we'll call them. We're just as interested in understanding how our customers are finding out about us, so we can better understand what Marketing efforts are working.
When will I get paid on bikes I sell?	You will get paid monthly by check for any customers who have paid in full and received their ElliptiGO within the previous month.
Who is my primary contact within ElliptiGO?	Depending on your location, you will work closely with either, Bryce Whiting, Chief Enthusiast at ElliptiGO or your local Independent Enthusiast.
Will I receive any training?	Yes, we'll provided affiliate training virtually and over the phone. In addition, ART plans on hosting webinars about the therapeutic benefits of the ElliptiGO. And if you ever have questions that pop-up, either Bryce or your local independent enthusiast will be available to answer your questions.
What collateral is ElliptiGO going to provide?	ElliptiGO Inc. will provide tri-fold brochures, a tri-fold holder, and business cards if desired. If you're interested in setting up a video display in your office/waiting area, we would be happy to recommend a suitable player and send you an appropriate video. Any ElliptiGO marketing materials that you generate must be approved prior to use. If you have an idea, let us know and we'll consider supporting the effort.
How does the order fulfillment process work? Will I be responsible for delivering the bikes to customers?	You will NOT be expected to carry inventory nor will you be involved in the delivering of bikes. Interested customers will purchase their ElliptiGOs directly through the ElliptiGO website and ElliptiGO will ship the bikes directly to the customer.

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Am I expected to provide test rides?	It depends. If ElliptiGO has an established Independent Enthusiast in your area (see ElliptiGO Representation List below), you'll be able to refer your clients to them to facilitate a test ride. If you have purchased an ElliptiGO for your use, you could also use this bike to facilitate test rides. We'll be more than happy to share test-ride best practices and provide a sample waiver as desired.
Can I rent my ElliptiGO to my clients?	Essentially, that's up to you. We're in the process of evaluating a few different rental relationships/business models and would appreciate any feedback here.
What is the return policy on the bikes I sell/purchase?	All bikes purchased will have a 60 day return policy, beginning from the date of receipt/delivery. ElliptiGO will provide a total refund of the amount paid by you/the customer, but you/the customer will bear the responsibility and costs of returning the bike. (Note: we intend to change this to 30 days in the near future. We'll keep you posted).
If a customer wants to return a bike, how is that handled?	All bike returns will be processed by the ElliptiGO Inc. Customer Service department.
What is the service policy on the bikes I sell?	See Limited Warranty Agreement in the Owner's Manual.
Who is responsible for servicing/supporting the bikes?	The ElliptiGO Customer Service Department will be the primary service contact and will triage all service/support related issues. We'll do our best to handle any service/support related issues virtually - via email, the support section of our website, and by phone. For issues that cannot be resolved virtually, we'll leverage a local resource, either the local independent enthusiast, a mobile bike mechanic or a bike shop, to service the customer's needs.
Can I alter the sales price of the bike?	No, ElliptiGO Inc. will set and determine the sales price of all bikes. As mentioned above, if desired, you can pass on your \$100 referral fee to your clients as a discount.
Can I offer volume discounts to potential clients?	In general, any individual or corporate entity who buys 1-4 bikes is not eligible for a volume discount. Any individual or corporate entity who buys 5-9 bikes is potentially eligible for a volume discount at the discretion of Bryce Whiting. Any client who purchases 10 or more bikes is eligible for a volume discount, but ElliptiGO will have the discretion to set the exact amount of the discount.
How do I (or one of my clients) actually purchase one?	You can walk them through the purchasing process on our website at http://store.elliptigo.com or you can complete a hardcopy/paper purchasing form, which we'll send you. And of course, they could complete the purchasing process online at home if that makes more sense. As mentioned previously, you can pass on your referral fee in the form of a discount if desired - "ARTClient100" to pass on a \$100 discount or "ARTClient50" to split your referral fee and pass on a \$50 discount.
How can I or one of my clients test-ride one?	The ElliptiGO Representation list below identifies regions where test rides are currently available. If you or one of your clients lives near one of these areas please let us know and we'll make an introduction to the local representative. If you do not live near one of these areas, ART will also provide the opportunity to test ride at ART events, such as educational ART seminars, Ironman races, ART instructor meetings, ART corporate doctor annual meeting, etc... And finally, although we understand it's not the same, we've worked hard to provide a virtual experience of the bike through our website, for those that will not have the opportunity to test ride in the near future.
Can I put a link on my website directing people to ElliptiGO?	Absolutely. In fact we encourage it and would be happy to provide our logo and recommended content/text as desired.

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ElliptiGO Representation – by Region (updated August 2, 2010)

The following list identifies cities/areas where ElliptiGO currently has representation and where test rides can be facilitated. NOTE: If ART providers live within 60 miles of the cities below, we're confident we can arranged for a test-ride and a formal introduction to the product.

West

San Diego, CA
Orange County, CA
Los Angeles, CA
Santa Barbara, CA
San Francisco, CA
San Francisco (North Bay) - e.g. Marin, San Rafael, Novato, Napa...
San Francisco (South Bay) - e.g. Palo Alto, San Jose, Santa Clara, Santa Cruz...
San Francisco (East Bay) – e.g. Oakland, Danville, Walnut Creek...
Tucson, AZ
Phoenix, AZ
Seattle, WA
Spokane, WA
Clarkston, WA
Coeur d'Alene, ID
Lewiston, ID
Sun Valley, ID
Reno, NV

Central

Colorado Springs, CO
Boulder/Denver, CO
Fort Collins, CO
Summit County, CO
Minneapolis/St. Paul, MN

East

New York City, NY

The following list identifies expected cities/areas where ElliptiGO will have representation and the ability to offer test rides in the near future. Note: We are looking to leverage customers in other parts of the country to help facilitate test-rides and introductions to the ElliptiGO.

West

Portland, OR
Bend, OR

Central

Chicago, IL

East

Washington, DC
Boston, MA
Miami, FL