

# SportsArt FITNESS

## SportsArt Fitness empowers its Dealers to sell online!

Industry leader SportsArt Fitness is launching a Dealer-focused initiative that gives consumers the ability to purchase from their preferred Dealer online at [www.SportsArtAmerica.com](http://www.SportsArtAmerica.com). Dealers profit and provide product education, sales support, relationship-building activities, service and installation as usual. This innovative solution is made possible through Reshare Corporation's patented Distribution Relationship Management® Software (DRM), which enables manufacturers to sell online directly to end users without circumventing valuable channel partners.

### Protecting Dealers

DRM is designed to protect the interest of SportsArt's Dealers, assuring that your customers continue to have a strong relationship with you while also having access to us. SportsArt is dedicated to creating success for all of their Dealers.

### Selling Online with Dealers

Consumers will soon be able to browse, configure, select and purchase SportsArt products online exclusively at [SportsArtAmerica.com](http://SportsArtAmerica.com). During the checkout process, consumers are required to identify their preferred SportsArt Dealer, who may be responsible for assembly, service, installation and other post-sale processes your customers have come to expect from you.

### DRM Emulates the Real World

Reshare applies the business rules currently being practiced by SportsArt in the offline world to the online world. Whether you are purchasing single items or several, your pricing, fulfillment, shipping and other aspects of your relationship with SportsArt remain the same. However, the efficiencies, accessibility, convenience, speed, accuracy and geographic reach of the internet will improve operations and profitability for all of us.

### Independently Audited by Reshare

With DRM your interests are protected and your security intact. Reshare acts as an independent third party that calculates and distributes your profit share for online sales. Online reporting is available to you 24/7/365 to see which of your customers have purchased what and how much you should expect to be paid.

### The Online Opportunity

Leading analyst Forester Research found that online sales are increasing 15% annually and will reach \$331 billion by 2010. Nielsen/NetRatings reported that Web sales had increased 30% this past holiday season with Jupiter Research saying in four years the Web will affect half of all retail sales. Internet sales are defining the future of most industries.

### Increased Profitability for Everyone

Several factors contribute to increasing profitability for everyone. Just over 7.1% of GNP is occurring online today with about 31% of that being attributed to new incremental sales at brand websites. Internet order size has been shown to increase on average to 30% more than offline sales. Lastly, multi-channel shoppers spend more than single channel shoppers. We expect these statistics to translate into additional profits for both you and SportsArt Fitness.

### Features & Benefits

- 24/7/365 ordering for consumers and Dealers
- Simple, intuitive and ergonomically pleasing web-based interfaces
- Offers SportsArt's entire line of products
- Legitimizes in-store pricing
- Safeguards against unauthorized retailing
- Tracks all purchases in one easy interface
- Allows quick processing of in-store special-orders
- Increases profitability for everyone
- Extends market size and expands market reach
- Increases order accuracy & customer satisfaction
- Decreases order taking time
- Decreases supply chain costs
- Improves everyone's understanding of market conditions, trends and cycle
- Decreases Dealer cash-flow requirements and bad debt from consumers
- Decreases overall warehouse requirements and logistics
- Provides insight into consumer behavior



5051 Highway Seven  
Minneapolis MN 55416  
877.908.0818  
[reshare.com](http://reshare.com)