

## OFF-COURSE BUSHNELL GOLF NEW DEALER PORTAL REGISTRATION INSTRUCTIONS

### Authorization action needed!

We take our brands and market position very seriously and desire to protect and promote our valued Authorized Dealer Network. In order to ensure that Bushnell Golf products are only sold through Authorized Dealers, we have implemented the following:

- Web-based, paperless **Authorized Dealer Portal** for all Direct Dealers, who purchase Bushnell Golf products for resale
- Revised **Dealer Agreements** and a new **Internet Sales Addendum**
- The announcement of a **Unilateral Price Policy (UP)**
- **Careful** screening of prospective Internet Sellers

Why are we doing this? In the end a strong, vibrant and profitable brand benefits all who partner with it. We are seeking partners who value the business relationship beyond just the transaction. Partners who present the benefits and value of the Bushnell Golf, not only enhance the brand value, but also their own brand value as well.

We are requesting all our retailers execute this authorization process to update all of our information digitally, which also helps us understand our retailers better. Not just who you are: job titles, locations, sales channels, but what we can do to work together to enhance your brand in conjunction with our brand in your retail environments.

The process is entirely electronic, secure and confidential. You will be presented with the Bushnell Golf Authorized Direct Dealer Agreement for your electronic signature, along with other important documents and policies. The Agreement is vital to the ongoing protection and promotion of our Authorized Dealers. You may pause any time throughout the process and your work will be saved and stored in your profile; you can pick up where you left off the next time you sign in.

### Let's get started!

To begin your Registration on the Bushnell Golf Authorization Portal, enter below URL within your Internet browser:

<https://vista.resellerregistration.com/>

Click the orange **REGISTER** button under First Time Here?:

Select **Direct Dealer – New**

### For quick reference you will need:

1. Pass Code: **VBG1**
2. Rep Code: **827**

If you have any additional questions, please email us at [UPPCoordinator@Bushnell.com](mailto:UPPCoordinator@Bushnell.com)

or visit the FAQs <https://vista.resellerregistration.com/FAQs/tabid/89/Default.aspx>

**Thank you for your cooperation and support of Bushnell Golf!**