

STEELSCAPE WEBSITE & XTRASCAPE®

Steelscape has designed an external website that is simple and easy to use. Realizing how important real time information can be, our website strives to inform and assist everyone who logs onto the site. At www.steelscape.com customers can learn about everything from the Steelscape company culture to product specifications to current publications.

For information specific to Steelscape's Design Solutions products please utilize www.steelscapedesignsolutions.com.

Steelscape's website also contains our online transaction system - XtraScape. XtraScape provides a vast amount of data on Steelscape orders, coils, shipments and claims. In addition, customers are able to submit online claims submissions. XtraScape is currently available to all active Steelscape customers. To request access to XtraScape, click on the "Register Now" link on our website at www.steelscape.com. Customers can also request access by contacting their Steelscape Sales Representative.

CO-OP ADVERTISING POLICY

Steelscape, in support of partnering with customers, offers financial &/or marketing assistance when customers include reference to Steelscape's trade names and/or corporate brand in a promotional effort.

Steelscape trade names and/or brands include: ZINCALUME®, TruZinc®, Spectrascape®, ReziBond®, Vintage®, Steelscape® Prints, XtraScape®, TruzGuard™ and Steelscape®

Details of Steelscape's Co-Op Advertising Policy are listed below.

- 1.1 Assistance can total up to \$0.50/ton per year, based on total volume (tons) shipped from Steelscape the previous calendar year.
- 1.2 Assistance has a maximum value of \$5,000 per calendar year.

- 1.3 The co-op funding provided by Steelscape will not exceed the total cost of the approved promotional effort.
- 1.4 Promotional efforts supported by this policy may include advertising, special promotions, company brochures, meeting sponsorship &/or other effort **as approved in advance by Steelscape.**

To qualify for co-op funding support, the promotional effort **MUST** meet the following guidelines:

- 1.5 **In all cases, the Steelscape trade name and/or brand must be clearly referred to and properly identified with Steelscape as the owner of the brand and/or producer of the product.** Steelscape will provide proper usage of all brand trade names and logos.
- 1.6 All proposals for co-op funding **MUST** be provided to Steelscape's Marketing Representative in writing with the intent of the promotional effort, approximate costs, timing, and proposed usage of the Steelscape trade name and/or brand **PRIOR** to commencement.
- 1.7 Steelscape's Marketing Representative **MUST** review and approve the final draft of any promotional effort utilizing a Steelscape trade name and/or brand **PRIOR** to launching the effort in order to ensure proper usage of the trade name, brand, and/or logo.
- 1.8 Once final approval from Steelscape's Marketing Representative has been received, proof of the final promotional effort along with the accompanying invoice(s) for the promotional effort **MUST** be sent to Steelscape's Marketing Representative. Upon receipt of proof and invoice, a check will be issued to the customer for the approved funding amount. **Reimbursement of co-op expenses via debit memos and/or short-pays on product sales are NOT permitted.**

For any questions regarding Steelscape's Co-Op Policy please contact your Steelscape Account Manager.