



Date: December 1, 2010

Join the excitement! Enroll in the Laruche Imports' Preferred Customer Savings & Referral Program and receive purchase Discounts, Free Shipping and Referral commission.

PREFERRED CUSTOMER SAVINGS & REFERRAL PROGRAM

The Laruche Imports' Preferred Customer Savings & Referral Program is a membership program designed to create consumer awareness for our quality seafood products through member discounts and referral incentives. It is a great business opportunity for financially motivated individuals who desire financial success.

It is common knowledge that for any company to succeed in today's environment, it must invest a significant amount of resources in advertising and/or marketing. This membership program is a marketing concept that is based on our simple belief that "Word of Mouth" is the best form of advertisement. As an alternative to spending millions of dollars on media advertising, we are investing our advertising budget on referral incentives, discount pricing and free shipping services for our members.

PROGRAM HIGHLIGHTS

Registration Fee: \$99.00

Membership Term: 1 Year (renewable)

MEMBERSHIP BENEFITS:

1. Preferred Customer Discount on all products offered by Laruche Imports, Inc., including savings of up to 50% on our canned fish products and \$200.00 - \$250.00 Discount per 100-lb bale of Norwegian Stockfish;
2. \$50.00 Referral Commission a year, per referral;
3. Free shipping within the United States (see Shipping Policy for details);
4. 24-Hour online registration and access to account information.



Since 1853

THE QUEEN OF THE COAST® BRAND...The World's Finest Seafood Product!

Distributed by: LaRuche Imports, Inc.

9314 Summerbell Lane • Houston, Texas 77074 • 713-995-9090 • 1-800-430-8418 • Fax: 713-995-1937

www.Larucheimports.com

MEMBERSHIP TERMS & CONDITIONS

1.1 To become a Preferred Customer, a completed registration form or an online registration and a membership fee of \$99.00 are required. As a Preferred Customer, you will receive \$50.00 Referral Commission per referral, Member discount on purchases, and Free Shipping within the United States. You can purchase any Laruche product at the discounted member price, add your profit margin, and have the product shipped at no extra cost to friends, family members, or clients.

2.1 REFERRAL COMMISSIONS: As a Preferred Customer, you can sign up a referral and receive a referral commission income of \$50.00 per year. The \$50.00 referral commission check will be mailed to the qualified member (Sponsor) in the next calendar month that follows the enrollment date of each referral.

3.1 MEMBERSHIP RENEWAL: The membership fee for the initial 12-month term of the Preferred Customer Savings & Referral Program is \$99.00. Prior to the expiration of any 12-month membership term, the Preferred Customer may renew his/her membership for another 12-month term by paying a membership renewal fee equal to the amount paid in the expiring term, plus a \$25.00 Referral Service Fee. Payment of the Referral Service Fee allows the Preferred Customer to retain his/her non-delinquent/un-expired referrals for up to one year. A membership account with no referrals may be renewed with a minimum renewal fee of \$99.00.

3.2 MEMBERSHIP TERMINATION: Failure to pay the membership renewal fee by the expiration date of any 12-month membership term will result in an automatic termination of the membership. If terminated, the customer forfeits all referrals and all rights to membership benefits/privileges, including, but not limited to Purchase Discounts, Free Shipping, and Referral Commissions. A terminated membership account can be renewed upon payment of a post-termination renewal fee of \$99.00. The renewed member can sign up new referrals and earn referral commissions on the new referrals, but cannot regain the forfeited referrals and/or referral commissions.

4.1 The Preferred Customer is an independent contractor. He/She is not an employee or affiliate of Laruche Imports, Inc.

4.2 The membership fee is non-refundable, and the membership benefits are non-transferable.

4.3 Laruche Imports, Inc. reserves the right to change any of the Preferred Customer Program requirements and benefits, including but not limited to Purchase Discounts, Promotional Samples, Minimum Order Quantity, Case-Pack Sizes, Product Pricing, Referral Commissions, Rebates, Membership Fee, etc., without prior notice.

4.4 There is a \$35.00 "Stop Payment Fee" for re-issuing a commission check that has been lost or misplaced by a customer, and a \$35.00 NSF fee for any customer check that is dishonored by the financial institution.

5.1 SHIPPING POLICY: Laruche Imports ships all orders FedEx Ground or FedEx Home Delivery (except the 4-Pack canned fish which is shipped USPS Priority Mail). Every product we ship is packed in accordance with FedEx shipping standards and insured for the value of the product.

- We strive to ship our products within 1-2 business days from the order processing date. If an order is placed early in a business day it usually ships out the same day.
- As soon as your product has been shipped you will be sent an e-mail containing the tracking number except for shipments made by USPS Priority Mail.
- Shipping is Free, except for re-shipment of unclaimed returned items. Orders will not be shipped on weekends or holidays. Free Stockfish shipping (except samples) excludes destinations within 50-miles of our Houston warehouse. All FedEx shipment tracking should be handled directly with FedEx, referencing the shipment's tracking number. Please check your email for your shipment's tracking number or contact Laruche Imports' customer service dept.

6.1 RETURN POLICY: We will exchange or refund the purchase price (excluding shipping & handling) for any canned fish product that does not meet your expectations, if returned within 30 days of purchase in its original packaging. The product must appear normal without any sign of abuse. Please contact us at returns@larucheimports.com for your Returns Authorization Code before returning any product.

- All stockfish sales are final. However if you have any problem with your stockfish please call customer service, 713-995-9090 (Toll Free: 1-800-430-8418) within 48 hrs of delivery to discuss and resolve your concerns.

Of course, if the incorrect product is shipped, or the product is defective, we will exchange or refund the purchase price (including shipping & handling).

7.1 BACK-ORDER POLICY: We strive to ship our products within 1-2 business days from the order processing date. If an order is placed early in a business day it usually ships out same day. If a product is out of stock or on back-order, we will notify you of the expected ship date by e-mail or telephone, giving you the opportunity to decide whether to cancel the order or hold it on back-order. If part of your order is in stock, you may receive an initial partial shipment of the order, pending our receipt of the back-ordered items (with your approval). Back-orders typically ship within 1 – 8 weeks because the products are imported from Europe and have up to 4 weeks transit time.

8.1 DAMAGED GOODS POLICY: All products are inspected before shipping, but damages may occur during shipping. If a product is received in a damaged condition, it must be reported to the shipping company at the time of delivery, and to Laruche Imports, Inc., at: sales@laruchimports.com or phone: 713-995-9090 (Toll Free: 1-800-430-8418) within 24 hours from the delivery date. All boxes and packing material must be saved. It is possible that the shipping company may want to inspect these materials when processing the damaged goods claim. A replacement product will be shipped to you upon our retrieval of the damaged goods.

9.1 PRIVACY STATEMENT: For each visitor to our website, our server automatically recognizes and registers information regarding the domain, IP address and/or e-mail address. We collect the e-mail address of those who communicate with us via e-mail, the aggregate information on what pages the consumer access or visit, user specific information on what pages the consumer access or visit and information volunteered by the consumer, such as order information, survey information and/or site registrations.

- The information we collect is used to improve the content of our website, used to customize the content and/or layout of our page for individual consumers, and used by us to contact consumers for marketing purposes.
- If you do not want to receive e-mails from us in the future, please let us know by sending an e-mail that you do not want to continue to receive e-mails.

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