2015 APPLICATION FOR PARTICIPATION IN THE CREDIT INTERCHANGE PROGRAM

Toy Industry Association, Inc.

TOY INDUSTRY ASSOCIATION, INC. CREDIT INTERCHANGE PROGRAM PARTICIPANT BENEFITS

TIA offers its eligible members a unique member benefit at NO ADDITIONAL COST a comprehensive, Credit Interchange Program to facilitate an effective exchange of historical factual credit information about toy retailers and assist members in their credit decision-making process. **Participants in the Credit Interchange Program must keep all credit information obtained through the program confidential and never share it with customers or anyone who is not a participant of this program**. The key benefits of the Credit Interchange Program include:

1. ELECTRONIC CREDIT INTERCHANGE (TIA EZCREDIT®)

Participants in the Credit Interchange Program **who submit to TIA their selected aging accounts receivable data on a monthly basis** are granted access to a secure, password-protected online database containing comprehensive credit information on retail accounts relevant to the toy industry and the ability to interact with other participating members through flash alerts and AR Requests. Access to the TIA EZCredit® system is subject to the "Terms of Use" contained in a separate document. Participants' monthly submission files must include a minimum of 35% of meaningful selected credit data for a minimum of 75% of their active customers sold to on terms. TIA provides participants with a standardized Submission Layout format for the submission files, which can be delivered to TIA's Credit Interchange staff by email or via direct upload to the TIA FTP server. Files can be zipped, password–protected or encrypted prior to submission to TIA. If a TIA Member company owns/operates a retail entity or online retail subsidiary, which carries merchandise of other member manufacturers, vendors of such entity participating in this program are allowed to report payment history of such merchant to the EZCredit® database. Participation in the TIA EZCredit® system enables members to have access to:

- **Credit Reports**—Comprehensive customer credit reports are available online 24/7
- **Flash Report**—Available online 24/7, flash reports provide detailed alerts about significant developments regarding retail customer accounts voluntarily submitted by members online.
- **Accounts Receivable (AR) Requests**—Available online 24/7, AR Requests are requests posted by participating members to each other for updates on customers. Participants can also post AR Requests on customers who are not in the database.

2. CREDIT DAILY BULLETIN

The Credit Daily Bulletin is a daily newsletter of credit related news and events on the current state of the retail industry extracted from a Dow Jones service subscribed to by TIA covering over 23,000 publications, bankruptcies, SEC filings, key credit due dates and significant developments.

3. REGIONAL MEETINGS AND ANNUAL CONFERENCES:

- **Regional Credit Meetings**—Regional Credit Meetings are held two to three times per year by the West, Northeast and Midwest Chapters of the TIA Credit Interchange. Attendees exchange credit information or inquire about retail accounts in strict compliance with antitrust laws.
- **Toy Fair Credit Meeting**—This is an annual meeting held in conjunction with the American International Toy Fair. The meeting features presentations by retailers and industry experts and offers a "Review of Accounts" session and workshops for the attendees on the challenges facing their credit departments and beyond.
- **National Annual Summer Credit Conference**—The annual summer event is a day-and-a-half conference offering a broad spectrum of educational and networking opportunities. It features speakers from the leading retail companies, industry experts, federal agencies and bankruptcy attorneys. The "Review of Accounts" and workshop on the current state of the credit and collection environment are important components of the conference program. Senior finance and operations executives participate in "Beyond Credit" sessions dedicated to other aspects of business.

TIA CREDIT COMMITTEE

Joy Christopher	Credit Manager	Radio Flyer	Chair, Credit Committee, and Chair, Midwest Chapter
Colleen Veilleux	Senior Finance Manager	Wicked Cool Toys	Vice Chair, Credit Committee and Chair, Northeast Chapter
Anna Velez	Senior Manager, Credit & Collections	Bandai America, Inc.	Chair, West Chapter
Elizabeth Romney	Vice President, Specialty Retail Accounts	Be Amazing Toys	
Mark Zuchowski	Senior Manager, Credit & Analysis	Hasbro	
Anna Vreeland	Controller	International Playthings	
Karen Luciano	Senior Credit & Collections Analyst	LEGO Systems	
Nicole Hill	Vice President, Business Operations	Little Kids, Inc.	
Cathy Mumm	Corporate Credit Manager	Mattel, Inc.	
Suzie Bordonaro	Credit Manager	Melissa & Doug	
Dean Stewart	Vice President, Risk Management/M&A	Spin Master	
Paul Vitale	Senior Vice President, Finance & Operations	Toy Industry Association	TIA Staff Liaison
Dina Gittings	Program Manager, TIA Credit Interchange	Toy Industry Association	TIA Staff Liaison

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TOY INDUSTRY ASSOCIATION, INC. CREDIT INTERCHANGE PROGRAM PARTICIPANT TERMS AND CONDITIONS

The primary purpose of the TIA Credit Interchange Program is to facilitate an exchange of historical, factual credit information about toy retailers through reports from data submitted by participating members to TIA's proprietary system or at meetings. This information may consist of statistical data of actual credit experience with an individual debtor or debtors lawfully acquired and disseminated by cooperative effort. Any regular member of TIA in good standing who is a manufacturer or importer selling merchandise and extending credit to retailers of toys shall be eligible to participate in the TIA Credit Interchange Program, unless a conflict of interest exists as determined by TIA.

As an authorized representative of my company, I agree to:

1. Maintain strict confidentiality over all credit information obtained through the TIA Credit Interchange Program which is restricted for use by participants in this program and must not be made available to anyone who is not a participant in this program.

2. Exercise my independent judgment with respect to any credit decision relating to any customer in accordance with the applicable antitrust laws of the United States.

3. Not engage in or participate in any agreement or understanding, expressed or implied to (i) fix or determine to whom sales are to be made or credit is to be extended, (ii) establish joint or uniform prices, discounts, terms and conditions under which sales are to be made or credit is to be extended, (iii) concertedly refuse to sell merchandise or extend credit to any account, and (iv) undertake any other activity jointly with respect to any account discussed in any meetings.

4. Not plan, discuss with, or reveal, either explicitly or implicitly, any future actions or policies which might be taken by a member individually with respect to prices, terms or conditions of sale, credit policies as to late charges, discounts, allowances, etc. or any other activity with respect to any account.

5. Not act in concert or agree with respect to any of the foregoing topics whether at an official meeting of the program or in private meetings or talks before or after official functions.

6. Be familiar with and abide by the laws governing the exchange of credit information.

7. Strongly consider participating in the TIA EZCredit® online database by submitting, in the Submission Layout format provided by TIA, monthly reports of a minimum 35% of meaningful selected aging accounts receivable data which include a minimum of 75% of your retail customers sold to on terms.

8. Make every effort to attend the appropriate regional meetings, Toy Fair Credit Meeting and National Summer Credit Conference.

9. Provide a list of all retail entities and/or online subsidiaries owned or operated by the company I represent or its parents, subsidiaries and affiliates if they carry merchandise of other manufacturers.

10. Promptly advise the TIA program staff in writing if the company I represent or any of its parents, subsidiaries or affiliates become proprietors of a retail entity and/or online subsidiary carrying merchandise of other manufacturers.

If a company participating in the TIA Credit Interchange Program fails to comply with the conditions noted above, a conflict of interests occurs, or it fails to act in the best interests of the program as determined by TIA, it may, in TIA's sole discretion, be suspended from the TIA Credit Interchange Program.

PRINT NAME _____

COMPANY NAME _____

TITLE _____

PHONE _____ DATE _____

SIGNATURE _____

(Signed by an authorized representative of the company)

SIGN AND RETURN TO TOY INDUSTRY ASSOCIATION
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EMAIL dgittings@toyassociation.org **WEB** http://www.toyassociation.org