

Rural King®

America's Farm and Home Store



May 1, 2020

To: Valued Vendor Partners

Subject: Fall 2020 Store Openings

Greetings,

Rural King is proud to announce the opening of 3 new stores in Fall 2020, in Georgetown, KY, Bristol, VA, and Franklin, PA. We are very appreciative of the partnership our vendors have given us over the years. Since 2011, our sales, and our vendors' sales, have grown substantially through the addition of new stores and the continued strong growth of existing stores.

With the openings of these 3 new stores, our total number of stores will now be 123 (including ecommerce)! The support shown in free product, free freight and free fixtures/shops has been instrumental in our continued strong year over year growth.

As we plan for the growth of our markets and add these new stores, Rural King is asking for the support of your partnership. Our expectation continues to be free product to set the store and free freight on all opening orders. Our category managers will be following up with you to talk through the process needed for these stores.

These stores will have the following store numbers: 122, Georgetown – 123, Bristol and 124, Franklin. We will be transmitting orders (via email and EDI) for these new stores.

It is critical that your orders **are shipped 100% complete and on time**. Product must be **set as scheduled (all vendors sets MUST be scheduled)**. We ask that you price your product when you set. Price labels will be provided by the store. Below, we have outlined key dates and the address of the store. **Please be sure to follow all Purchase Order ship dates. Merchandise cannot be received prior to the dates noted on the Purchase Order.** Purchase Orders shipping/arriving early will be charged storage and processing fees equivalent to 50% of the order value. Once these new stores begin receiving product, receiving hours at the stores will be 7am-5pm, Monday- Friday. LTL shipments will be received as they arrive during receiving hours.

We look forward to continuing the growth of business with our vendor partners. Please work closely with your Rural King category manager on all new store coordination to ensure a smooth process for this and all new stores.

For Vendor Sets and Layout Questions, please email
Planning@ruralking.com

Thank you,

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Fall 2020
Stores 122-124
SOFT OPEN 8/21/2020, GRAND OPEN 9/5/2020

<p>#122 Georgetown, KY 1501 Paris Pike Georgetown, KY 40324 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com</p>	<p>#123 Bristol, VA 13255 Lee Highway Bristol, VA 24202 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com</p>											
<p>#124 Franklin, PA 491 Allegheny Blvd. Franklin, PA 16323 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com</p>	<table border="1"> <thead> <tr> <th><u>Store</u></th> <th><u>Start</u></th> <th><u>Complete</u></th> </tr> </thead> <tbody> <tr> <td>Softlines Product Arrives</td> <td>7/17/2020</td> <td>7/24/2020</td> </tr> <tr> <td>Softlines Vendor Set</td> <td>7/24/2020</td> <td>7/31/2020</td> </tr> </tbody> </table>	<u>Store</u>	<u>Start</u>	<u>Complete</u>	Softlines Product Arrives	7/17/2020	7/24/2020	Softlines Vendor Set	7/24/2020	7/31/2020		
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