



October 12, 2020

To: Valued Vendor Partners

Subject: Spring 2021 Store Openings

Greetings,

Rural King is excited to announce the opening of 6 new stores on March 13, Spring 2021. The new locations will be the following Avon, IN, LaPorte, IN, Chillicothe, OH, Cambridge, OH, State College, PA, and Hanover, PA. Over the past decade, your ongoing support has allowed us to double our store count and create millions of new customers. With the openings of these 6 new stores, Rural King's total number of stores will now be 129 (including eCommerce)!

As we plan to open this next round of new stores, Rural King is again seeking your partnership. The support shown in free product, free freight and free fixtures/shops has been instrumental in our continued strong year-over-year growth. 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 for these stores to ensure and verify this support.

To ensure success as we open these new stores, please take note of the following:

- 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.

Our new stores will have the following store numbers: LaPorte - 125, Avon – 126, Chillicothe – 127, Cambridge – 128, State College – 129, and Hanover - 130. We will be transmitting orders (via email and EDI) for these new stores.

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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Spring 2021
Stores 125-130

SOFT OPEN 3/13/2021, GRAND OPEN 3/27/2021

#125 LaPorte, IN 1460 West State Road 2 LaPorte, IN 46350 EIN 81-4993113 DC 899 Contact: Becky Bennett PH# 217-317-1756 bbennett@ruralking.com	#126 Avon, IN 7508 Beechwood Centre Road #100 Avon, IN 46123 EIN 81-4993113 DC 899 Contact: Becky Bennett PH# 217-317-1756 bbennett@ruralking.com									
#127 Chillicothe, OH 1470 N. Bridge Street Chillicothe, OH, 45601 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com	#128 Cambridge, OH 61750 Southgate Parkway Cambridge, OH 43725 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com									
#129 State College, PA 2999 East College Ave State College, PA 16801 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com	#130 Hanover, PA 1155 Carlisle Street Hanover, PA 17331 EIN 81-4993113 DC 896 Contact: Jeremy Kauffman PH# 217-294-0509 jkauffman@ruralking.com									
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