



FREQUENTLY ASKED QUESTIONS FOR RETAILERS

What products does Two Fair Mares sell?

Two Fair Mares is currently selling two products: **The Equine Scratcher** and **The Neigh Station**. The Equine Scratcher is a flexible, texturized 10.5" x 25" panel which, when mounted on pasture posts and stall walls, allows horses to safely scratch. The Neigh Station is a 3-in-1 activity center, which features components that are designed to keep horses entertained and happy. Products are endorsed by veterinarians as essential tools to promote horse wellbeing. For more information about Two Fair Mares products, please visit our website.

Why should my store carry Two Fair Mares products?

Two Fair Mares products appeal to all equine segment groups and have cross species appeal. We have found that rarely does anybody just purchase one Equine Scratcher—Most horse or barn owners buy three or six units at a time! The Neigh Station will be the first and only activity center for horses on the market. Buzz for this product is growing fast! Those retailers that carry The Neigh Station are sure to see the product fly off the shelves.

How can I carry your products?

Any retailer with a vendor's permit or resale license can buy Two Fair Mares products for resale at wholesale prices. You can download a Retailer Buyers Application by visiting our website. After submission and approval of your Retail Buyers Application and upon placing your first order, your store will be posted on the "Store Locator Map" of our website and we will also include a link to your website.

Will Two Fair Mares be selling products directly to the consumer?

First and foremost, we encourage consumers to use our tack store locator to buy from a local retailer; however, we offer consumers the opportunity to buy Two Fair Mares products directly from us as a secondary option. Our pledge to our retailers is that we will never offer prices below suggested retail.

Why would consumers buy from my store instead of directly from you?

We make it more affordable to buy from you. The incentive for buying locally will be the savings of shipping and handling charges that we would add when buying from us. Remember, we have an interest in partnering with you, not competing against you. The reason we would sell direct to consumers is to offer availability and access to our products for those people who cannot find them locally.

How will Two Fair Mares help retailers promote their products?

Two Fair Mares is dedicated to growing brand recognition and creating demand for our products. To that end, we have developed a complete marketing, public relations, social media, and advertising program that is effectively building brand equity among our consumers. We also invest an extraordinary amount of time (and money) to ensure we are present at equine events and shows. In addition, we offer marketing materials to aid you in your selling efforts; for your convenience, most of these materials can now be downloaded from the sales support section of our website.

About Two Fair Mares: Two Fair Mares innovates and manufactures equine products designed to promote horse happiness and wellbeing. Products are offered as enrichment tools that provide opportunities and solutions for horses to engage in important natural behaviors, such as scratching, rubbing, playing, and bonding. Two Fair Mares products are now available around the world for the enjoyment of happier horses *and* horse owners.

***Thank you for your interest in partnering with us to represent our products.
If you have additional questions other than those listed here please contact us directly.***

www.twofairmares.com

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