



INSIDER REWARDS PROGRAM



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Dear Dealer Sales Associate:

We are pleased to invite you to participate in our new INSIDER REWARDS PROGRAM for 2017. The INSIDER REWARDS PROGRAM will launch this January and is designed to inspire and reward you for creating sales of Fabrica® and Masland™ Carpets and Area Rugs.

At Fabrica, our mission statement is “Quality without compromise”. That is why we are committed to producing the exquisite styles and uncompromising performance with every product we produce. The INSIDER REWARDS PROGRAM is designed to thank you in helping Fabrica deliver the world’s most beautiful carpets and area rugs to the residential market.

At Masland, we are recognized as the styling leader and producer of new original products for the marketplace. Masland products exemplify originality, innovative construction and color treatment as well as lasting beauty. Since 1866, Masland has insisted that its’ carpets and rugs maintain the highest quality. The tradition at Masland for over 150 years has been manufacturing quality products and that tradition continues to be practiced today.

We’ve designed the Insider REWARDS PROGRAM for our key sales associates within our valued selective dealer network. This entire program is managed online, through a special INSIDER REWARDS PROGRAM website. The website provides everything you need - including program criteria and a MY ACCOUNT page that tracks your sales performance and the reward points you’ve earned. When you are ready to redeem your reward points, you will use this site to order your selected prizes. There’s even a WISH LIST feature that tracks your progress toward your desired reward.

This exciting program is fully sponsored by Fabrica and Masland. There is no cost to you or your Dealer to participate.

You do not have to keep any records. Fabrica and Masland will be recording your daily sales of qualifying carpets and rugs and automatically converting your sales to reward points on the website. Your personal welcome page will summarize your points earned; along with any rewards you may have redeemed to-date. You may also find additional detailed points information on the MY ACCOUNT page.

Accessing the INSIDER REWARDS PROGRAM Website is easy. You can visit the MY ACCOUNT Page to view your program progress any time, just click on the HELP pages to view program criteria, or browse the online rewards catalog at any time. We have included the link to the website below.

[HTTPS://WWW.IRPREWARDS.COM](https://www.irprewards.com)

INSIDER REWARDS PROGRAM ~ Thresholds for Qualification

You will begin earning points with every yard sold. Participants may sell for one or two brands. **However you must sell a minimum yardage to begin redeeming your reward points.**

2017 Thresholds:

2017 Qualifications	Fabrica	Masland	Combination
Annual Qualifying Yds.	250 Yds.	400 Yds.	550 Yds.*
Race to Threshold 1 st Qtr.	99 Yds.	99 Yds.	170 Yds.*
Area Rugs	\$2,000 in rug sales	\$2,000 in rug sales	N/A

Qualification Period: Qualifying orders shipped from January 1, 2017 through December 31, 2017

Enrollment: If you are a new participant, your qualification period begins once the completed registration form is received by our marketing department. (InsiderRewardsProgram@dixiegroup.com) Once the registration form is processed, you will receive a confirmation email with login information for the IRP redemption website. At that time you will begin receiving credit for your shipped orders. We will not assign points retroactively beyond the month of enrollment.

Redemption Period: You may use your 2017 program points for redemption from January 1, 2017 through January 15, 2018

Redemption annual qualifier: 250 yard minimum of Fabrica and 400 yard minimum of Masland per brand or the annual combination qualifier listed above for both brands must be sold prior to the participant being eligible to redeem their points. If they only sell one brand, the participant will be able to redeem their points once they have sold the minimum yardage for that particular brand.

**If the participant sells both brands, the participant will be able to redeem their points once 550 yards for both brands has been purchased (combined.) thus negating the requirement to meet the minimum yardage for either brand. Once the second brand threshold has been met, that brands' points are eligible to be redeemed. Race to the Threshold (described below) overrides this business rule.*

Examples:

If you sell 400 yards of Masland and 100 yards of Fabrica you are qualified and can redeem only the Masland points. Sell another 50 yards of either brand and all accumulated points are available for redemption.

If you sell 375 yards of Masland and 175 yards of Fabrica (equaling 550 total combined yards) you are qualified and can redeem all points accumulated, both Masland and Fabrica.

Race to the Threshold: During the first quarter of 2017 (January 1st through March 31st) we are giving you an opportunity to qualify for the entire 2017 program year by selling a minimum of 99 yards for Fabrica and a minimum of 99 yards for Masland per brand prior to the participant being eligible to redeem their points for that brand. If the participant sells one brand and qualifies by selling 99 yards in the 1st quarter they will be able to redeem their points for that brand. If the participant sells both brands, the participant will be able to redeem their points once 170 yards for both brands combined has been purchased negating the requirement to meet the minimum yards for either brand. All other redemption qualifier rules apply.

INSIDER REWARDS PROGRAM ~ Points per yard, per brand

Earn points per yard, per brand, per product type (Nylon, Wool, Masland Avenue and Office to Home)
Participants must hit the minimum yardage per brand before points for that brand are redeemable.

Per Yard sold - \$1 = 200 points	Fabrica	Masland
Nylon	100 points per yard	100 points per yard
Wool	150 points per yard	150 points per yard
Masland Avenue	N/A	150 points per yard
Office to Home	N/A	70 points per yard
Area Rugs \$1 = 200 pts.	3% Net Inv.	3% Net Inv.

Rug Criteria includes: Rug points will be calculated based off of net invoice amount. Calculation: Net invoice times 3%, converted to points.

Redemption qualifier: \$2,000 in rug sales per brand must be sold prior to the participant being eligible to redeem their points. If they only sell one brand, the participant will be able to redeem their points once they have sold \$2,000 in rug sales. If the participant sells both brands, the participant will be able to redeem their points once \$2,000 in rug sales for one brand has been purchased, however only the points earned for that brand are eligible to be redeemed. Once the threshold for the second brand has been met then those brands points are eligible to be redeemed.

There is no cap on the number of reward points you may earn – the more you sell, the greater the rewards. Once you've sold the qualifying yards, you can begin redeeming your points for prizes or continue to save your points towards greater rewards. This program flexibility allows you to determine your level of achievement and truly choose the reward that suites your personality.

Redeeming INSIDER REWARDS Points

INSIDER REWARDS points will be redeemable for exciting rewards that you may choose from the online program catalog. Our online catalog includes thousands of gift selections from top retail brands, travel and hotel options and gift certificates for Great Adventures® like spa treatments, hot air ballooning and even sporting events. We also have an option for Visa™ gift cards. You may redeem points as earned or bank them towards higher value rewards.

We believe our new program will be both inspiring and rewarding. We thank you for your sales of our fine carpets and rugs.

Dan Phelan

Vice President - Marketing