



Merchandising Vendor Partner of the Year Program Criteria

Lowe's vision is to be our Customers' first choice for home improvement in each and every market we serve. To earn our Customers' trust and meet their individual needs, we will provide valued solutions with the best prices, products and services that make our Customers' lives easier.

Each year Lowe's recognizes those vendors who share our goal to continue 'Improving Home Improvement'. Selection criteria are based on three major categories of vendor performance: Financial Impact, Product, and Service & Support.

2011 Vendor Partner of the Year Selection Criteria

- The vendor must be aligned with Lowe's to provide exclusive merchandise, brands, marketing and/or service that advances and differentiates Lowe's from its key competitors.
- The vendor must have an excellent business reputation and demonstrate responsible stewardship in its environmental policies and practices.
- The vendor must develop and execute programs demonstrating innovation and addressing evolving customer needs and expectations. These programs must increase productivity of Lowe's investments in inventory, freight, space, labor, and advertising.
- The vendor's product(s) must produce exceptional sales and profit contribution growth, ensuring ROI objectives are achieved.
- The vendor must incorporate signage/materials/displays that demonstrate the relevancy of the products to the customer, and tell the "Why Lowe's?" story. The vendor should foster the Aspirational/Inspirational relationship for the customer through their products, signage, marketing devices, etc.
- The vendor must exhibit product cost containment practices that facilitate Lowe's price competitive position.
- The vendor must provide customer-friendly content that speaks to the forward-thinking approach of streamlining and simplification, and present their products as part of a solution-based initiative.
- The vendor must maintain consistent inventory levels (fill-rate, on-time deliveries, and complete shipments) to support Lowe's standards of acceptable in-stock position.
- The vendor must not compete with Lowe's in the marketplace.
- The vendor must promote cross-category and project-based solutions for the evolving customer, as well as ensuring a presentation consistency across differing store types, sizes, and locales.
- The vendor must meet product performance standards and specifications and respond to and resolve any product failures and/or customer complaints as requested and/or required.
- The vendor must actively support Lowe's market development programs, including employee training initiatives, marketing, and other programs designed to increase sales, providing appropriate funding as requested.
- The vendor must support Multi-Channel selling tools, while being open to new technologies in its research, development, production, distribution, marketing, merchandising, and accounting (e.g., PCM, Lowes.com, EDI, marketing data, web-based applications).
- The vendor must provide high quality product information (GDSN and Marketing Data) within Lowe's prescribed timeframes to maximize sales and opportunities for both organizations.

2010 Supplier of the Year Winners

****Divisional Supplier of the Year Winners 2010:**

Invista/Stainmaster
3M
Whirlpool
Weber
Atrium

****Overall Supplier of the Year Winner 2010:**

Invista/Stainmaster