



LAUNCH YOUR BUSINESS INTO A RETAIL CASH-MAKING PROFIT CENTER



BECOME AN AUTHORIZED GOLDEN FLAGSHIP DEALER SHOWROOM AND ENJOY THE REWARDS



GOLDEN



The Only Lifetime* Warranty for all Brisa® breathable fabrics on lift chairs in the industry!



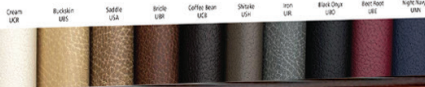
Features & Benefits of the Brisa® Collection:

These unique fabrics will enhance any relaxing experience with their one-of-a-kind characteristics:

- Breathable technology allows airflow to maintain constant temperature
- Plush and luxurious feel enhances comfort
- 300,000 Double Rubs – Developed to withstand above average wear and tear and constructed to be 10 times more durable than the industry standard for fabric
- Cleans effortlessly with soap and water, releases light stains with alcohol based household cleaner and disinfects with a 5:1 water/bleach solution for ease of care
- Innovative layering technology to repel moisture and liquids



Comfort & Durability
There is nothing better than Brisa!®



Lift Chair Fabric Selection



At Golden, a Flagship Dealer is identified as a retailer in the highest standing with our company, in the Home Medical Equipment industry and in your local community, establishing the ultimate public image for Golden with the consumer. A Flagship Dealer understands the importance of having highly trained staff who can tell the story of the quality and craftsmanship, features and benefits of every Golden power lift recliner or mobility product. We know how important it is for a consumer to select just the right product to improve the quality of their life and it's important that you understand that, too. A Flagship Dealer also understands the importance of factory trained technicians and service after the sale.

The Golden Flagship Dealer Program was developed as the tool to take your power lift recliner, scooter and power wheelchair business to the next level. The objective of this program is to strengthen our partnership with select dealers using a unique retail merchandising display coupled with promotions and preferred service. The ultimate goal – to increase cash business by creating a consumer driven retail buying experience.

FLAGSHIP PROGRAM BENEFITS:

1. The Golden Flagship Selling Center
2. Retail In-Store Sales Training
3. Exclusive First-to-Market New Product & Marketing Programs
4. First-to-Market New Product Launches
5. Quarterly Contests & Drawings
6. Top Achievers Recognition Program
7. Access to Displays
8. Access to POP Material
9. Free Access to Hands-on Tech Training Classes
10. Preferred Priority Placement on the Golden Website Dealer Locator
11. Priority Product Alerts
12. Free TV Ad Spots
13. Free Updated Selling Center Artwork

MOBILITY FLAGSHIP PROGRAM LEVELS

We offer a tiered program so you can choose the amount of Golden Scooters & Power Wheelchairs you would like to sell based on your floor space.



LEVEL 1

Up to 4 Products
Expected unit sales per month: 2

Must have at least one of each product below on the floor:

GB120, GP162, Travel



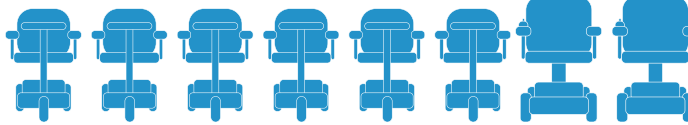
Travel Travel GB120 GP162

LEVEL 2

5-8 Products
Expected unit sales per month: 4

Must have at least one of each product below on the floor:

GB120, GP162, Travel, Extreme



Travel Travel Travel Travel Extreme GB120 GP162 GP162

LEVEL 3

9+ Products
Expected unit sales per month: 7

Must have at least one of each product below on the floor:

GB120, GP162, Travel, Extreme, Full-size



Travel Travel Travel Extreme GB120 Full-size Full-size GP162 GP162

POWER LIFT RECLINER FLAGSHIP PROGRAM LEVELS

We offer a tiered program so you can choose the amount of Golden Power Lift Recliners you would like to sell based on your floor space.



LEVEL 1

Up to 4 Lift Chairs
Expected unit sales per month: 2



515MLA 510MLA 535LAR 118MED

LEVEL 2

10 Lift Chairs
Expected unit sales per month: 5



761MLA 515MLA 510MLA 510MLA 535MED 535LAR 531MED 531M26 401MLA 118MED
Brisa Fabric Wide

LEVEL 3

12+ Lift Chairs
Expected unit sales per month: 9



761MLA 515MLA 632MED 766MED 510MLA 535MED 535LAR 531MED 531M26 401MLA 446LAR 118MED
Brisa Wide

LEVEL 4

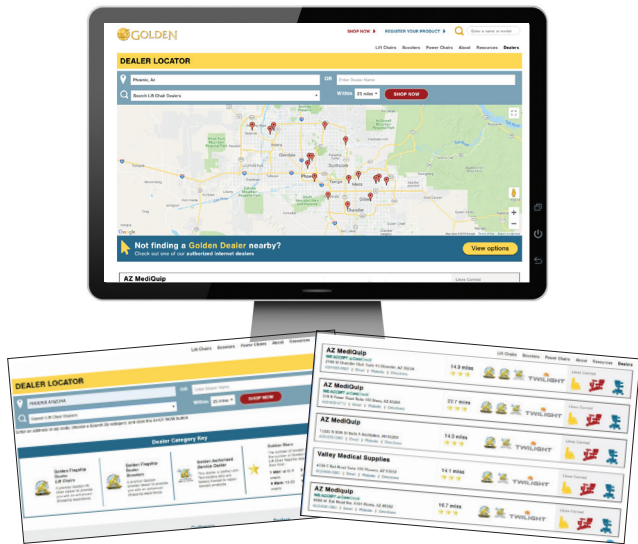
24+ Lift Chairs
Expected unit sales per month: 20



(2) 761MLA (2) 515MLA 515 632MED (2) 510MLA 510MLA 510SME 766MED 535MED
Brisa Brisa Fabric Brisa Fabric



535LAR 535LAR 531PSA 531MED 531LAR 531M26 401MLA 401MLA 446MED 446LAR 118MED 118MED
Wide



Our Flagship Dealers rank higher than any other dealer in their market when customers visit our website to search for a dealer near them. Exclusive positioning allows you to be featured high on the list of dealers in that area based on the specific Flagship Level you are committed to maintaining. The more products and services you provide, such as being an Authorized Service Center, the higher you will appear.

We offer a newly improved customer experience on our Dealer Locator site and work closely with our Search Engine Optimization (SEO) team to ensure that Golden draws traffic and funnels it to you. We have the capability to work with you and your team to provide analytics so you know how your customers are finding you and suggest proven ways to maximize your online exposure.

ABOUT GOLDEN

Golden Technologies is the world's leading manufacturer of lift and recline chairs. We take great satisfaction in the superb craftsmanship and lasting durability of our growing lines of Power Lift Recliners, Power Wheelchairs and Scooters.

Golden sets the pace in the Home Medical Equipment industry for performance, convenience and comfort, because all of our products begin with creative designs and superior materials. We are proud to provide customers with a sense of independence, mobility, freedom, accomplishment, and belonging.

The Golden brand is associated with quality, innovation, and compassion, focused on supplying Home Medical Equipment retailers like you with products that change lives.

Ultimately, a Golden Flagship Dealer is committed to providing a heightened consumer shopping experience that will reward you with a higher sales volume each month with continual sales growth year after year.



Rich Golden, President & Chief Executive Officer, pictured with daughter Alyssa Golden, Marketing Assistant. Three generations of Golden family members making quality products that change lives for over 35 years!



Complete the Program Application Form at www.goldentech.com/flagshipapply/ TODAY!
Or Contact Your Golden Sales Representative for More Information!