Brand Page Style Guide

July 27, 2006

Introduction
Your participation in the Lowe's Brand Page Program gives you a targeted marketing vehicle through the Lowes.com Web site that is dedicated to your brand and the products that you sell through Lowe's stores. This is a FREE program that requires only your time and effort. It is also 100% voluntary. A brand page on Lowes.com is an opportunity for a Lowe's vendor to showcase products to the Lowes.com user and help them make an informed purchase. By completing and submitting a brand page on Lowes.com, the vendor has the chance to answer the question "Why buy my brand?" as opposed to a competitor's brand.

Marketing Suggestions
Your brand page should be viewed as a "store within a store." Your brand page should incorporate your corporate marketing strategy, while featuring new products, seasonal items and special promotions offered in Lowe's stores and/or on Lowes.com.

Lowes.com does not charge a hosting fee for any brand page. Lowes.com hosts the initial brand page for each brand. As a vendor, you are allowed one page per brand to be hosted on Lowes.com. You can link to an unlimited number of pages on your own servers; however, these pages must meet the Lowes.com Brand Page Style Guide requirements. If your brand has more than one recognized name, (e.g. Scotts is the overall brand with Osmocote, RoundUp, Ortho and Miracle-Gro as supporting brands) you are allowed to have one page for each brand name, with corresponding redirects for each. (i.e. Scotts uses Lowes.com/Scotts, Lowes.com/Osmocote, Lowes.com/RoundUp, Lowes.com/Ortho and Lowes.com/MiracleGro).

It is recommended that you review your vendor pages at least monthly to ensure the content is current. Changes **may be** submitted once per month, but are not required if you are happy with the content on your page. Lowes.com encourages each vendor to keep content fresh on their page(s), but there is no set schedule on how often you must update. Changes may be submitted more than once per month if the change is in relation to a time-sensitive promotion or event. Any submitted changes or updates will be added to the Lowes.com Editorial Calendar and are subject to scheduling by the Lowes.com editorial staff. Changes or updates will be made as quickly as possible; however, please give a reasonable amount of lead time to make changes or updates in a timely manner.


Design and Content Guidelines.
Brand page submissions are <u>required</u> to adhere to the guidelines laid forth in this section. Any deviation from these requirements will result in the page being returned to the vendor for corrections before being posted in the Lowes.com Web site.

I. Design - In order for brand pages to be approved for posting on Lowes.com, they must meet the following design requirements:

    a. The initial page hosted by Lowes.com must be exactly **616 pixels** in width and no longer than **800 pixels**. All pages hosted by the vendor must be exactly **596 pixels** in order to eliminate left to right scrolling and accommodate the right side scroll bar for vertical scrolling if necessary.


Page hosted on Lowes.com

Page hosted on vendor's server
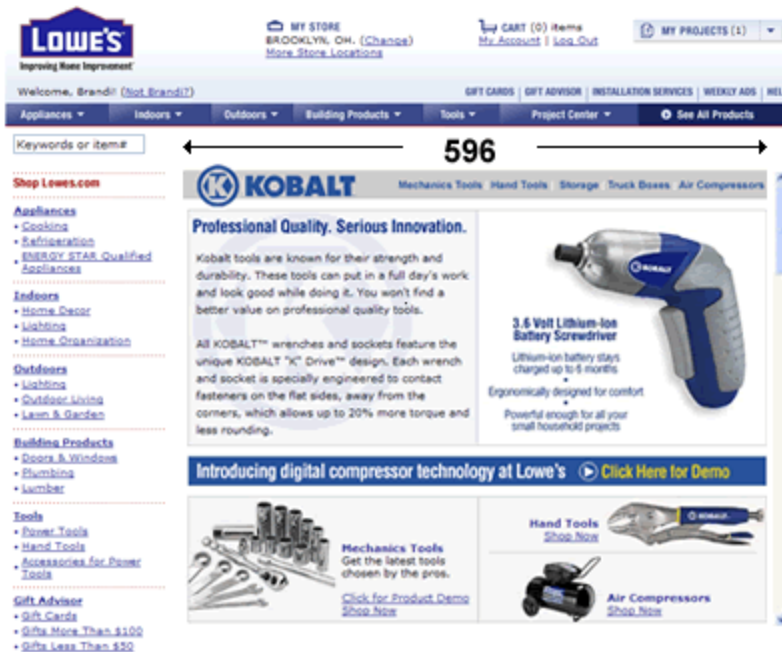
b. The page hosted by Lowe's may not exceed **400k** in file size, including images and other media.
c. All brand logos must be placed in the top left corner of the brand page. The logo is not to exceed 200 pixels in width with proportionate height. The vendor's logo on each brand page must link back to the brand page home, or there must be a link on the brand page to return to the brand page home.

Logo Placement
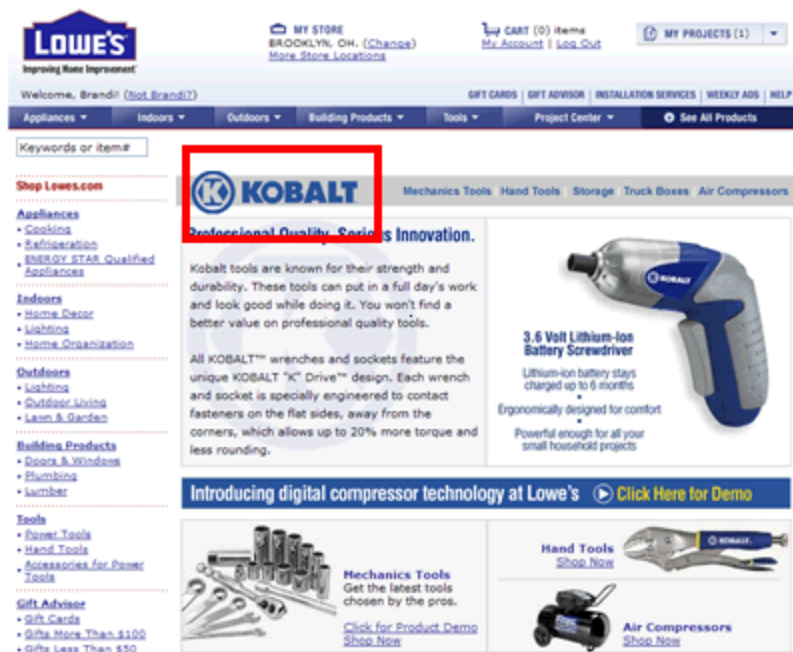
d. The page(s) may not utilize layers. Lowe's.com does not support layered pages.

e. If Style Sheets or scripts of any kind are used, they must be placed below the opening <body> tag in the HTML code. Any scripts above the opening <body> tag will be stripped out when deployed to the live site. Please give your styles unique names that are associated with your brand, otherwise your style sheet may interfere with the Lowes.com style sheet.

II.   Content Guidelines

a. The content of the brand page below the logo and search box are open to the vendor's discretion. The colors, photos and all graphics are strictly the choice of the individual vendor. Lowe's, however, reserves the right for final approval of the page before posting to Lowes.com.

b. Products that are featured MUST BE available for purchase at Lowe's, either in-stock or by Special Order Sales. If you are not linking to a product in the online store, then a line of text must accompany the product that mentions that the product can be purchased at a "Lowe's near you", while linking to the store locator: http://stores.lowes.com/lowes. Please set target="_top" on all links back to Lowes.com; otherwise a duplicate frameset will be the result.

c. Lowe's cannot allow pricing on any of the brand pages. Please make sure you do not have any prices listed, either in text or embedded in images.
d. Vendors are not permitted to incorporate career opportunities or job postings within their brand page.
e. All graphics must be either JPEG or GIF format and properly sized for each of the individual page(s). The graphics should be contained within a folder named "images" and all image file names must be lower case. Spaces in the image names are not permitted. The graphics must be Web-ready (72 dpi) and sized for the page(s).
f. Popup windows should only be used in the case of design tools. All other information must be contained within the Lowes.com frameset. If you are using a popup window, then the address bar MUST be removed.
g. Alt tags must be added to all images.

III. Linking Guidelines

a. You may NOT link back to your corporate website. Vendor sites contain retailer and/or dealer locators where shoppers have the opportunity to shop somewhere other than Lowe's. Any pages that are linked to from the brand page on Lowes.com must be contained in a "virtual cul-de-sac", meaning no links to any products not sold at Lowe's and no links to pages where a consumer may see another retailer other than Lowe's.
b. All links must be included in absolute form in the HTML when submitted. If a navigation graphic or drop-down menu is included, product categories must coincide with the Lowes.com product catalog categories.
c. If you choose to link to a product, please use the following format: http://www.lowes.com/lkn?action=productDetail&productId=11656-1188-158189. Replace the first digit string (11656) with the Lowe's item number, the second string (1188) with your vendor number, and the third string (158189) with the product model number. This will be the URL for that individual product's detail page. (Note: You must first contact the Lowes.com Product Data Management group or the Lowe's Merchandising Group if you do not currently have product on Lowes.com).
d. If you choose to link to a product search, please use the following format:

Search String Construction

- **N=0** is required, but in the case of a search string, does nothing
- **Ntk** value determines the **scope** of the search string
- **Ntt** values determine the search **terms**
- This will bring back drills in tools:

http://www.lowes.com/lowes/lkn?action=productList&N=0&Ntk=i_tools&Ntt=drill&category=Tools

- For multiple terms (ex. drill press):

http://www.lowes.com/lowes/lkn?action=productList&N=0&Ntk=i_tools&Ntt=drill+press&category=Tools

- Other Ntk (scope) values are
  - i_products
  - i_appliances
  - i_indoors
  - i_outdoors
  - i_building_products
  - i_tools
  - i_project_center

e. Test all links before submitting your brand page to Lowes.com.
f. If you are linking back to a page on Lowes.com – please be sure to set target="_top", so the page does not open a duplicate Lowe's frameset.

IV. Multimedia Guidelines

a. The brand page may be created in Flash, however, it must conform to the size requirements as laid forth in this document.
b. The brand page may include animated Gif's, but they must conform to the size requirements as laid forth in this document.

V. Keywords

a. Please include with your brand page submission a list of searchable keywords relevant to your brand. For example, the keywords for WHIRLPOOL might look like "air conditioners, cook tops, dehumidifiers, dishwashers, dryers, freezers, microwaves, ovens, ranges, refrigerators, washers, water treatment, water heaters".

Design and Content Suggestions

The following are suggestions that you may choose to utilize on your brand page.

I.   Design Suggestions

a. Use colors and themes that the user will associate with your brand – for example, if blue is the main color of your logo, and the main color used in your corporate site and retail goods, then use blue in the design for your brand page. This will help to strengthen the association of brand and product with the user.

II.   Content Suggestions

a. Fonts used should be sans-serif.
b. Use graphics wisely – larger graphics that are not optimized will take longer to download.
c. Spell check your pages.

III.   Linking Suggestions

a. In the case of a multi-brand vendor page, a drop-down menu can be located at the top right corner of each page in the vendor's section. This menu will link all the vendor's brand pages together to form a single "storefront."

IV.   Multimedia Suggestions

Multimedia may be used on your brand page where appropriate. You can link to or embed interactive product information that enhances your products' positioning throughout the Lowes.com Web site. We suggest that you add interactive product tools, such as Easy2 product demonstrations.

Delivery

I.   Submitted HTML pages must be properly tested by the vendor on all platforms (Macintosh and PC) and in all browsers (Internet Explorer and Netscape) prior to submission. Lowes.com is not responsible for technical troubleshooting on any pages.
II.   Lowes.com does not currently have the resources to fix and maintain all brand pages. Therefore, if a problem

exists because of something in the code when the page was submitted, the vendor is responsible for the fix.

III. A site-map must be provided along with the brand pages detailing the site structure. Any submission received without a current site map will be returned to the vendor. (Not necessary if there is only one page.)

IV. ASP, PHP, layered pages and any other formats are NOT usable on Lowes.com and will be returned to the vendor for reformatting if submitted in such a way. HTML and images must be delivered to Brandi Bratanov at brandi@easy2.com in a zipped file containing all pages and images.

V. Once all requirements for page submission have been met, the brand page will appear live on Lowes.com within 5 – 10 days of final page approval. Lowes.com will make all possible attempts to meet this timeframe; however this timeframe is approximate and may be changed at any time due to scheduling conflicts.

VI. Technical contact information
   a. Please provide the technical contact information for the person who created the brand page. Please include name, company, address, phone number and email.

VII. Marketing contact information
   a. Please provide the marketing contact information for the brand page. Please include name, company, address, phone number and email.

Questions or Comments
For any questions or comments you may have on this style guide or on the Lowes.com Brand Page Initiative, please contact:

Brandi Bratanov
Lowe's Brand Page Services
Technical & Design
Easy2 Technologies
1220 Huron Road, 7th Floor
Cleveland, OH 44115
brandi@easy2.com
216.812.3200 x104

Wendy Cubert
Marketing Specialist
Internet and Emerging Channels
Lowe's Companies, Inc.
PO Box 1000

Mooresville, NC 28115
wendy.b.cubert@lowes.com
704.758.3022

Nancy Shumaker
Internet Marketing Manager
Internet and Emerging Channels
Lowe's Companies, Inc.
PO Box 1000
Mooresville, NC 28115
nancy.shumaker@lowes.com
704.758.3006

Lowes.com Brand Page Style Guide Checklist

□ The page hosted by Lowe's is EXACTLY 616 pixels in width, while the height is no greater than 800 pixels.

□ The page(s) hosted by the vendor are EXACTLY 596 pixels in width.

□ The page hosted by Lowe's is no greater than 75k.

□ The logo is in the top left hand corner and links back to the brand home page.

□ The logo is no wider than 200 pixels.

□ The page is not in layers.

□ All scripts and style sheets are placed below the <body> tag.

□ All products are linked to the Lowe's online store.

□ All graphics are in .gif or .jpg format.

□ There are no links back to the vendor's corporate web site.

□ All links must be in absolute form.