

ScoutDirect Program

Following are a few guidelines to help make the program run smoothly for everyone.

1. **Please do not abuse the program. If you like supporting your local camping and backpacking stores, we completely understand, but don't expect them to accept our ScoutDirect program and/or prices. Maybe it's because we haven't stressed this point recently, but we have had a higher than average number of Scout Leaders and Parents going into ALPS Dealers and asking them to match the ScoutDirect prices ... and yes, as you can imagine, this really upsets our Dealers. The special prices we offer to you with our ScoutDirect program are only if you work directly with us. While some of our Dealers do offer their own Scout Programs, those dealer programs are developed by our dealers and are completely independent of our ScoutDirect program. If you ever have any questions about how our ScoutDirect Program works, please call us at 888.908.2044 before contacting your local dealer.**
2. We accept Visa, MasterCard, or Discover, as well as Troop checks. Because credit cards have "instant" approval, those orders normally ship within 2-3 days. With checks, we need to wait for them to clear our bank.
3. Please get the size right the first time. If you have any questions about sizing, our folks in Customer Service will be happy to help you.

ALPS Mountaineering markets performance-oriented, consumer designed backpacking gear, in the product categories of packs, tents, sleeping bags, furniture, and self-inflating air pads. We position ourselves in the market as offering premium products, but without premium prices. With over 20 years of experience in the specialty backpacking industry, the design team focuses on comfort and ease of use. Our internals have modular waist belts in several sizes to properly fit a wide range of hikers. Most of our tents have 2 doors and 2 vestibules, which gives you maximum ventilation and makes entry and exit extremely convenient. Our mummy sleeping bags are available in 3 lengths and 3 temperature ranges to accommodate a wide range of use, and most even come with compression stuff sacks. Our furniture is sturdy and easy to use and our pads are "extra thick" for maximum comfort. Our self-inflating air pads are offered in four different sizes, we also include a stuff sack and repair kit.

Because Scouts are a target customer, ALPS Mountaineering will offer any established scout troop a discount of **45% off of our retail prices**. Our challenge is, and will continue to be, how do we convince the Scouts that we offer a tremendous value. Using internals as an example, our #1 selling Red Tail has a retail of \$159.99, but easily compares in features and performance to other national brands like Gregory, Kelty, and Mountainsmith that retail for \$200 - \$250. Then with the Scout discount of 45%, the Red Tail comes down to \$87.99, less than ½ of the "national brands". For those understanding real backpacks, they immediately can see the value. To further try to explain our "Value Positioning" we've added a separate Value page to our ScoutDirect web site.

Our website, www.alpsmountaineering.com, displays our current product (additional websites listed below). For those of you who have visited our site before, you'll see that we've updated and added some new items for this year. Pictures, product specifications, and retail prices can all be found by visiting this web site. We're also continuing to operate our Scout site, www.scoutdirect.com, which offers you even more info about our Scout Programs. As the interest from Scouts has grown, so have the programs designed specifically for them, like our Pro Purchase Program. We invite you to visit the new site and add it to your "favorites" for future surfing. You should probably especially mark the ScoutDirect **Sale Items**, because it changes quite often and typically carries some pretty incredible deals.

Contact us if you have any special requirements for your troop or crew. We've already helped many groups with "special needs", so let us know if you need us to help you with anything. Don't be afraid to tell your friends and other Troop Leaders about our 45% Discount Program. To receive additional information about how our scout program works, we can be reached at 888.908.2044.

ALPS Websites:

ALPS Mountaineering – www.alpsmountaineering.com Camping and Backpacking Line

ALPS Outdoorz – www.alpsoutdoorz.com Hunting Line

Browning Camping – www.browningcamping.com Camping and Hunting Line

ScoutDirect – www.scoutdirect.com Scout Specific Website