

TERMS AND CONDITIONS OF USE

(Effective Date: January 21, 2026)

Welcome to StanleySportsSupply.com. These Terms and Conditions of Use (“**Terms of Use**”) govern the use of the website, *StanleySportsSupply.com*, including any content, functionality, and services offered on or through the *StanleySportsSupply.com* website (the “**Website**”). Outdoor Traditions, LLC, a Florida limited liability company, owns and operates the Website and does business under the Florida registered business name Stanley Sports Supply. Outdoor Traditions, LLC is referred to hereinafter as “**Stanley Sports Supply**,” “we,” “our,” or “us”.

Use of the Website by Independent Retail Dealers. Stanley Sports Supply does not sell fishing, marine or other products direct to consumers on the Website. By your use of the Website, you represent to Stanley Sports Supply that you are an independent retailer of fishing and/or marine products (“Dealer”) or a duly authorized employee or agent of a Dealer. (When used in these Terms of Use, “you” shall include each user of the Website, both individually and on behalf of the Dealer with which such user is affiliated.)

- You should also review the Website’s [Privacy Policy](#) and [Terms of Sale](#). The Privacy Policy explains our information collection practices, such as the types of information we collect regarding visitors to the Website and how we may use that information. The Terms of Sale govern the purchase of goods or services utilizing the Website.

BY ACCESSING OR USING THIS WEBSITE, YOU AGREE TO THESE TERMS OF USE, THE PRIVACY POLICY AND THE TERMS OF SALE. IF YOU DO NOT AGREE TO ALL OF THE PROVISIONS SET FORTH IN THESE TERMS OF USE, THE PRIVACY POLICY OR THE TERMS OF SALE, DO NOT USE THIS WEBSITE. By use of the Website, each individual user hereby affirms that he or she is at least 18 years of age and fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in these Terms of Use, and each user hereby agrees to abide by and comply with these Terms of Use.

Account Information and Registration. In order to have access to certain services on the Website each Dealer will be required to create a Stanley Sports Supply dealer account (“**Dealer Account**”). Whenever a Dealer Account is

required to access functionality or services on the Website, you may not share your Dealer Account with, or use the Dealer Account of, another Dealer.

When creating or updating your Dealer Account, you agree to provide accurate, current and complete information about the Dealer and its authorized employees and agents (“**Registration Information**”) as prompted by our account registration form. Registration Information may include, among other information, your name and the name of other individuals authorized to act on behalf of the Dealer, addresses, telephone numbers, e-mail addresses, username, password, dates of birth, and credit card information. You represent that we may rely on Registration Information relating to your Dealer Account that is provided by you and you agree to maintain and update all Registration Information relating to your Dealer Account to keep it accurate, current and complete. We reserve the right, in our sole and absolute discretion, to discontinue any requested process and/or to terminate your Dealer Account for inaccurate, untrue, deceptive and/or incomplete Registration Information. Without limiting the foregoing, we may immediately terminate your Dealer Account without notice if we determine that you fail to satisfy any condition required for the creation or use of a Dealer Account.

With respect to any username that you create as part of the registration process, we may refuse to grant you the use of a username that, in our sole and absolute discretion, we deem to be inappropriate. Inappropriate usernames include, but are not limited to, usernames that are fashioned to impersonate another person, protected by copyright, trademark or other proprietary rights, vulgar or otherwise offensive, as well as those that may cause confusion or that are already in use. These are only some examples of inappropriate usernames, and we reserve the right, at our own discretion, to deem any username invalid or inappropriate.

You are responsible for maintaining the confidentiality of your username and password, for restricting access to your Dealer Account, and for any and all transactions, communications, and other activities that are conducted through your Dealer Account on the Website. You agree not to transfer, assign or sell your username and/or password, or otherwise provide access to the Website, through the disclosure and use of your username and password, to any third party. If you have reason to believe that your Dealer Account is no longer secure, you must promptly change your password and contact us.

SMS Messaging & Mobile Data Terms and Conditions. By opting into SMS messages from Stanley Sports Supply, you consent to receive text messages related to orders, account notifications, and customer support. You may request to opt in

by checking the SMS consent box on our forms or placing a request by email to support@stanleysportssupply.com. If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms. Mobile opt-in data, SMS consent, and phone numbers collected for SMS purposes will not be shared, sold, rented, or disclosed to third parties or affiliates for marketing or promotional purposes. Message frequency varies depending upon your Dealer Account activity. Message and data rates from your wireless carrier may apply. You can reply STOP to unsubscribe or HELP for assistance. Alternatively, you can contact us at support@stanleysportssupply.com to request removal from our messaging list or for assistance.

Use of Third-Party Information and Websites. The Website contains links that you may use to access certain third-party websites. Such websites are not under our control, and we make no representations or warranties, express or implied, as to the accuracy of any of the information or material located on the other websites. The inclusion of a link to another website does not imply any recommendation or endorsement of, or affiliation with, the other website. When you leave *StanleySportsSupply.com* and visit another website, we encourage you to first read the terms and conditions and the privacy policy of the new website, as your use of that website will be subject to the terms and policies applicable to it.

In limited circumstances we allow advertisers (each, an “**Advertiser**”) to promote goods, services and other materials on the Website. Descriptions of, or references to, related products or publications within the Website do not imply endorsement of the product or publication by Stanley Sports Supply. Your dealings with an Advertiser found on or through the Website are solely at your risk, and Stanley Sports Supply will not be responsible or liable for any resulting loss or damage of any sort incurred by you or your company. You should carefully review all policies and practices before you engage in any business dealings with an Advertiser. Any complaints, concerns or questions you may have relating to materials provided by an Advertiser should be directed to the Advertiser.

Changes in Prices and Product Information. We reserve the right to add, change, modify, suspend or discontinue any portion of the Website or the products offered at any time. Prices and specifications for any products located on the Website are subject to change by Stanley Sports Supply without notice. Product descriptions are provided by the manufacturer of the item and Stanley Sports Supply does not warrant that product descriptions are accurate, complete, reliable, current, or error-free. Typographic, photographic, and descriptive errors are

subject to correction, and we will not be liable for any errors or omissions. All prices on the Website are quoted in U.S. Dollars.

Comments and Submissions. You may submit comments and feedback by e-mail and through the Website's [Contact Us](#) feature. From time to time the Website may provide other functionality to give you a means to express to us your opinions or share information, ideas, materials, photographs, and other content generated by you (each, together with any electronically submitted comments and feedback, a "**User Submission**"). You agree that you are solely responsible for any User Submission that you submit through the Website or directly to Stanley Sports Supply (including by e-mail). You warrant to Stanley Sports Supply that you own or otherwise control all rights necessary to provide each such User Submission made by you, and you covenant that, with respect to each such User Submission, (a) it will not contain your confidential information or any confidential information belonging to another; (b) it is accurate and will not cause injury to any person or entity; (c) you shall have all necessary rights and permission to make such submission; and (d) it does not infringe upon or violate the rights of any third parties, including, without limitation, any intellectual property rights, rights of publicity or privacy, or any other proprietary rights. You agree to indemnify Stanley Sports Supply for all claims resulting from any User Submission you supply. Stanley Sports Supply has the right, but not the obligation, to monitor and edit or remove any User Submission at our absolute discretion. Stanley Sports Supply takes no responsibility and assumes no liability for any User Submission supplied by you or any third party.

By making any User Submission (including by e-mail) you waive any claim or requirement that we maintain the User Submission in confidence or compensate you in any way for our use of all or any part of the User Submission. Furthermore, you grant to Stanley Sports Supply a nonexclusive, royalty-free, perpetual, irrevocable, and fully sub-licensable right to use, reproduce, modify, adapt, publish, perform, broadcast, translate, create derivative works from, distribute, display and otherwise exercise all rights in and to such submission, through the Website or otherwise, in any form, media, or technology now known or later developed, and, to the fullest extent permitted by law, you waive your moral rights in such User Submission.

Proprietary Rights to Website Content. The use of the Website by you confers no license, express or implied, under any patents, copyrights, know-how, or technology. The content of the Website consists of (a) textual information, articles, opinions, directories, guides, and other text, graphics, photographs,

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Use of the Website. You agree to use the Website only for lawful purposes and in a manner consistent with all local, state, national, and international laws, statutes, and regulations applicable to your use of the Website. Subject to your compliance with these Terms of Use, Stanley Sports Supply or its content providers grant you a limited, non-exclusive, non-transferable, non-sub-licensable license to access and make personal and authorized business use of this Website and all of the Website Content, and you may download or copy Website Content only for such limited purposes. You may not reproduce, publish, transmit, distribute, display, modify, create derivative works from, sell or participate in any sale of or exploit in any way, in whole or in part, any Website Content, except as may be expressly authorized by Stanley Sports Supply in writing. Stanley Sports Supply reserves the right to monitor the Website for conduct in violation of these Terms of Use and specifically disclaims all responsibility or liability for its acts or omissions in doing so.

While using the Website, you agree that you will not (a) attempt to breach the security or authentication measures of any portion of the Website; (b) circumvent any technical measures we use to provide any feature or functionality of the Website; (c) access Website Content or log into a server that you are not

authorized to access; (d) attempt to probe, scan, or test the vulnerability of a system or network without proper authorization; (e) attempt to interfere with or disrupt the Website or the servers or networks that support the Website; (f) interfere with any other user's ability to access or use the Website, including, without limitation, by means of hacking or defacing any portion of the Website; (g) submit or distribute any virus, worm, spyware, malware, or any other computer code, file, program or technologies that may or is intended to harm, or otherwise interfere with, the operation of the Website, or the interests or property of any user of or content supplier to the Website; (h) log into an Account that you are not authorized to access; (i) impersonate any person or entity, misrepresent your affiliation with any person or entity, or use any means to disguise the origin of any User Submissions to us or through the Website; (j) state or imply that we endorse any statement made by you; (k) submit through the Website or directly to Stanley Sports Supply anything that is or may be: harmful, threatening, abusive, harassing, degrading, hateful, intimidating, defamatory, libelous, disparaging of any person or entity, misleading, false, fraudulent, tortious; obscene, indecent, pornographic, vulgar, profane, or sexually explicit; intended to promote violence, racial hatred, terrorism or illegal acts; infringing, or in violation or misappropriation of, any patent, trademark, trade identity right, trade secret, publicity right, privacy right, copyright or any other intellectual property rights of any third party; (l) use any site search/retrieval application, robot, spider, or other manual or automatic device or process intended to retrieve, index or in any way reproduce or circumvent the navigational structure or presentation of the Website or its contents; (m) use the Website in any way that would adversely affect Stanley Sports Supply or reflect negatively on Stanley Sports Supply goodwill, name or reputation; (n) "frame" or "mirror" or utilize any framing techniques to enclose any part of the Website Content; (o) use metatags, code or any "hidden text" or devices containing any reference to Stanley Sports Supply or the Website, or utilizing the Trademarks, in order to direct any person to any other website for any purpose; (p) modify, adapt, sublicense, translate, sell, reverse engineer, decipher, decompile or otherwise disassemble any portion of the Website or any software used on or for the Website; or (q) assist others to do any of the foregoing.

Website Promotions. Stanley Sports Supply periodically uses the Website to host giveaways, contests and auctions, and undertakes similar activities, to promote products or causes of certain manufacturers, charities and third parties (each, a "**Promotion**"). A Promotion may include rules of participation or other terms that will be accessible to you through the Website. All participation and other terms relating to a Promotion shall be deemed incorporated into and form a part of these Terms of Use. If you choose to participate in a Promotion, you should review the

rules of participation and other terms related to such Promotion to determine if your participation is appropriate or allowed.

Indemnification. You agree to defend, indemnify and hold Stanley Sports Supply and its subsidiaries, affiliates, directors, officers, parent companies, agents, co-branders or other partners, and employees harmless from and against any and all claims, damages, costs and expenses, including attorneys' fees, arising from or related to your breach of these Terms of Use by you or someone acting under your control.

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Some jurisdictions may not allow the exclusion of implied or other warranties, or the limitation on liability described above, so the above exclusions and limitation on liability may not apply to you. IF ANY SUCH EXCLUSIONS OR LIMITATION ON LIABILITY IS FOUND TO BE INVALID OR

UNENFORCEABLE FOR ANY REASON, THEN THE AGGREGATE LIABILITY OF STANLEY SPORTS SUPPLY UNDER SUCH CIRCUMSTANCES FOR LIABILITIES THAT OTHERWISE WOULD HAVE BEEN LIMITED SHALL NOT EXCEED THE PRICE PAID BY YOU FOR THE SPECIFIC PRODUCTS OR PORTION OF THE PRODUCTS PROVIDED BY STANLEY SPORTS SUPPLY GIVING RISE TO YOUR CLAIM OR CAUSE OF ACTION, AND YOU SHALL INDEMNIFY STANLEY SPORTS SUPPLY FOR ANY COSTS, EXPENSES OR DAMAGES INCURRED BY STANLEY SPORTS SUPPLY IN EXCESS THEREOF.

Notice and Procedure for Making Complaints Regarding Website Content. If you are a copyright owner and believe that any User Submission or Website Content infringes upon your copyrights, you may submit a notification to our Copyright Agent of your claims of copyright infringement in accordance with the Digital Millennium Copyright Act (“DMCA”). To comply with the DMCA, please provide the following information with your notice:

- (a) The name of the owner of the exclusive right that is allegedly infringed, along with the name, address, telephone number, e-mail address, and a physical or electronic signature of a person authorized to act on behalf of the owner;
- (b) A description of the exclusive right claimed to have been infringed, or, if multiple copyrighted works on the Website are covered by a single notification, a representative list of such works on the Website;
- (c) Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit Stanley Sports Supply to locate the material, such as the URL or a description of where the alleged infringing material is located on the Website;
- (d) A statement by the person authorized to act on behalf of the owner that the authorized person has a good faith belief that use of the material in the manner complained of is not authorized by the owner of the exclusive right, its agent, or the law; and
- (e) A statement by the person authorized to act on behalf of the owner that the information in the notification is accurate, and under penalty of perjury, that

the authorized person is authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Stanley Sports Supply Copyright Agent for notice of claims of copyright or other intellectual property infringement, can be reached as follows:

By U.S. Postal Service:

Stanley Sports Supply
Attention: Operations Manager
2090 Palmetto Street
Clearwater, FL 33765

By electronic mail:

sales@stanleysportssupply.com

Electronic Communication. You acknowledge that when you use this Website or send e-mails, text messages, and other communications to Stanley Sports Supply, you are communicating with Stanley Sports Supply electronically. You consent to receive communications from Stanley Sports Supply electronically. You agree that all agreements, notices, disclosures, and other communications that Stanley Sports Supply provides to you electronically satisfy any legal requirement that such communications be in writing.

Enforcement and Termination. Stanley Sports Supply reserves the right to use any technological, legal, operational, or other means available to enforce the terms and provisions of these Terms of Use, including without limitation, blocking specific IP addresses or access to this Website using your e-mail address, username or password. If you have a Dealer Account you may discontinue your use of your Account at any time. We may terminate your Dealer Account or use of the Website at any time and may do so immediately, without notice, if you fail to comply with any term or provision of these Terms of Use as determined by Stanley Sports Supply in its sole discretion.

Governing Law. You agree that these Terms of Use shall be governed by, and construed in accordance with, the laws of the State of Florida, without regard to principles of conflicts of law. By your use of the Website, you consent to the personal jurisdiction of the state and federal courts located in Florida for adjudication of any claim or dispute related to these terms or to firearms or other products sold by Stanley Sports Supply. You further agree that the state or federal

courts in Florida will be the exclusive venue for adjudication of any such claim or dispute.

Modifications of these Terms and the Agreement. Stanley Sports Supply reserves the right, at any time and for any reason in its sole discretion, to change, modify, or amend these Terms or Use. Any such change, modification or amendment will be posted on the Website, and will specify its effective date. Therefore, you should review these Terms of Use prior to using the Website. Your use of the Website after these Terms of Use are changed, modified or amended by Stanley Sports Supply will signify your agreement to be bound by such changed, modified or amended Terms of Use.

Other Terms. All rights and remedies of Stanley Sports Supply in these Terms of Use are in addition to, and not lieu of, any rights or remedies that Stanley Sports Supply may have at law or in equity. These Terms of Use supersede all other communications, negotiations and prior oral or written statements regarding the subject matter of these Terms of Use. If any provision of these Terms of Use is held to be invalid or unenforceable, all other provisions shall nevertheless continue in full force and effect. No change, modification, rescission, discharge, abandonment, or waiver of these Terms of Use shall be binding upon Stanley Sports Supply unless made in writing and signed on its behalf by its duly authorized representative. No conditions, usage or trade, course of dealing or performance, understanding, or agreement purporting to modify, vary, explain, or supplement these Terms of Use shall be binding unless hereafter made in writing and signed by Stanley Sports Supply duly authorized representative. All typographical or clerical errors made by Stanley Sports Supply in any quotation, acknowledgment or publication are subject to correction. These Terms of Use shall not be construed against the party preparing them, but shall be construed as if all parties jointly prepared these terms and any uncertainty or ambiguity shall not be interpreted against any one party.

These Terms of Use, together with the Privacy Policy and the Terms of Sale, constitute the entire understanding and agreement between you and Stanley Sports Supply relating to the Website, your use of the Website and services provided by the Website, and these Terms of Use supersede any and all prior or inconsistent understandings.

If you have questions about these Terms of Use you may contact us by visiting <https://www1.stanleysportssupply.com/ContactUs.aspx> or at:

Stanley Sports Supply
2090 Palmetto Street
Clearwater, FL 33765