

Fogdog

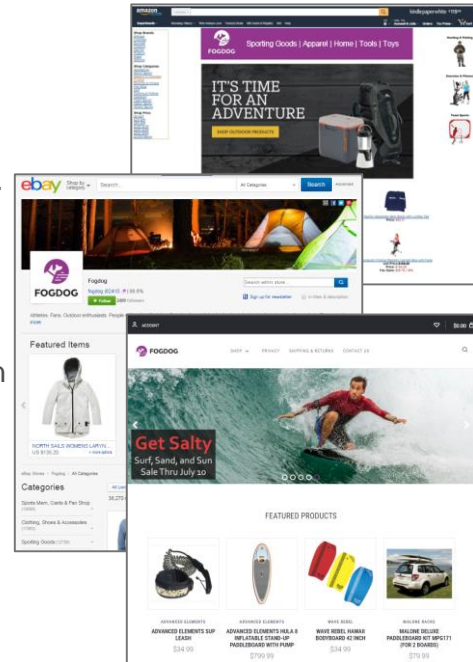
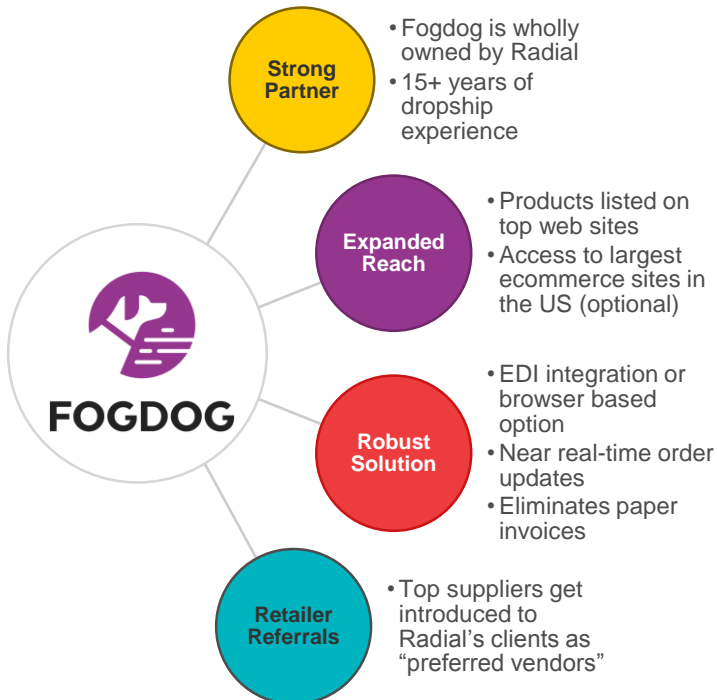
Reinventing an eCommerce Innovator

About Fogdog

Fogdog began its life as a California based, online sporting goods retailer in 1998. A casualty of the 2000 dot-com bust, GSI Commerce (now Radial, Inc.), acquired the company later that year. For years, GSI Commerce managed Fogdog within its stable of ecommerce sites.

When GSI Commerce was acquired by eBay, the Fogdog business morphed primarily into an eBay store for select sporting goods products. Now, as an independent company, Radial is reinvesting in *and* reinventing the Fogdog brand.

Benefits of Working with Fogdog



Requirements

- Must support dropshipping
- EDI capabilities (preferred)
- 98%+ fill-rates
- Handling time 1-2 days
- Support UPS 3rd party billing on all shipments



Get Salty

Surf, Sand, and Sun
Sale Thru July 10



Fogdog.com: Relaunching Summer of 2017

20M+ Visits

Q4 Projection

\$40M Sales

3-Year Growth Target

250+ Brands

(Still Time to Join Them)

22 Years

of Experience (GSI)

19 Year Old

Brand (Fogdog)

GSI Commerce +

Innotrac = **Radial**

Contact Us:

DL-Team-Fogdog@Radial.com

- Questions
- To get started
- Q4 promotion opportunities