



30773 Wiegman Road, Hayward, CA 94544
 Tel: (510) 401-5300 Fax: (510) 352-1949

IMPORT SHIPPING & ROUTING GUIDE

1. CONSOLIDATION

- CSL Group Inc. is ATA's designated Logistic Provider for all origin points. Attached is the contact list of CSL representative offices separated by origin points.
- ATA requires that all cargo be delivered at the supplier's expense to the consolidation point as specified by ATA and consolidated by CSL representative office.



NINGBO	SHANGHAI	SHENZHEN	HONG KONG
ACE OCEAN EXPRESS ROOM 1610, PRIME CENTER NO. 21 HUALOU LANE HAISHU DISTRICT NINGBO, CHINA TEL: 86574-27868066 FAX: 86574-27868068 VINIE ningbo@aceexp.net	ACE OCEAN EXPRESS ROOM 23 F/G NO.129 DATIAN ROAD SHANGHAI, CHINA TEL: 8621-62720011 FAX: 8621-62723153 MR. DAVID CHANG david@aceexp.net	CONSOLIDATED POWERS Room 804B, 8F SHENHUA COMMERCIAL BUILDING NANHU ROAD LUOHU DISTRICT SHENZHEN 518000 CN TEL: 8675582375088 FAX: 8675582375098 MS. RAIN CHAN cplszx@cplhkg.com.hk	CONSOLIDATED POWERS UNIT A 1/2 M 5TH FLOOR SUNSHINE KOWLOON BAY CARGO CNTR NO. 59 TAI YIP STREET, KOWLOON BAY KOWLOON, HONG KONG TEL: 852-27958728 FAX: 852-27959487 MR. GARY YU cplhkg@mail.cplhkg.com.hk

2. BOOKING PROCEDURES

- Bookings must be made at least 14 days prior to Ship Date through CSL representative office. The --
- Booking Request must contain following details:
 - a. Shipper Name and address, contact person, phone and fax number
 - b. Consignee name and address
 - c. Notify Party name and address
 - d. Place of Receipt, Port of Loading
 - e. Final Destination
 - f. ATA PO number / Item number
 - g. Precise Description of merchandise
 - h. Total carton count, gross weight, and measurements and piece count per item
 - i. Cargo ready date (including time frame of 7 days for pre-shipment inspection)
 - j. Shipping Marks
 - k. Freight Collect
 - l. Packing Material Content (This Shipment Contains No Solid Wood Packing Material)

- After the CSL representative office receives the booking from the shipper, CSL representative office will forward the booking to ATA USA for approval.
- Once approval is received, CSL representative office will contact the shipper (supplier) and release the booking.
- CSL representative office will arrange all shipments shipping via ATA's nominated contract carriers.

3. IMPORTER SECURITY FILING (ISF) OR CALLED (10+2)

- United States Customs and Border Protection (CBP) have announced the Importer Security Filing (ISF) or called 10+2 went to effect on 01/26/2009. CSL Group Inc. will provide 10 data elements to CBP on behalf of ATA.
- Vendors have to provide manufacturer (factory) and seller (vendor) full name and address to CSL representative office at the time of booking.
- Vendors must be responsible for ISF charges of US\$35 per Bill of Lading and settle the ISF charges with CSL representative office.

4. TERMS OF SALE

- All shipments will be made Freight on Board (FOB) vessel, country of origin.
- Shipper will be responsible for below charges for FOB terms of sale.
 - THC (Terminal Handling Charges) or ORC (Origin Receiving Charges) —All shipments
 - CY Administration Fee — FCL shipments
 - FCR Fee —All Shipments
 - Security Manifest (AMS) charge
 - Late document fee (if applicable)
 - Origin Customs Clearance Fee (if applicable)
 - Inspection documentation (Commodity Inspection Certificate) fee (if applicable)
 - Fumigation charge (if applicable)

5. AMS REQUIREMENT FOR FCL SHIPMENTS

- Shippers have to provide complete, accurate information when booking and notify CSL representative office of any change of revision.
- If shippers load, shippers must notify CSL representative office origin of loading details via fax or email 72 hours before SI cut off.
- The exact cut off is subject to CSL representative office's notice for each shipment.

6. EXPORT CUSTOMS DECLARATION

- If export customs clearance is required at origin, vendors should perform customs declaration formality per customs requirement at prescribe time frame.

7. BILL OF LADING INSTRUCTIONS

A. B/L Destination: Shipments to Hayward, CA

Consignee and Notify Party : ATA RETAIL SERVICES, INC.
30773 Wiegman Road,
Hayward, CA 94544, USA

B. B/L Destination: Shipments to Goodlettsville, TN

Consignee and Notify Party : ATA RETAIL SERVICES, INC.
100 North Fork Lane,
Goodlettsville, TN 37072-4258, USA

C. Telex Release B/L

- Bill of Lading issued by CSL representative office must contain following details:
 - Shipper name and address
 - Consignee name and address
 - Notify Party name and address
 - Port of Loading and Port of Discharge
 - Final Destination (Hayward, CA or Goodlettsville, TN according to PO)
 - ATA PO number / Item number

- G. Precise Description of merchandise
- H. Total carton count, gross weight, and measurements and piece count per item
- I. Freight Collect
- J. Shipping Markings
- K. Packing Material Content (This shipment contain no solid wood packing materials)
- Vendors must turn over 3/3 Original Bill of Lading to CSL representative office within 24 hours upon receipt of payment from ATA and request CSL representative office to release B/L by telex.
- Vendors will send copies of 3/3 documents to ATA via importdocuments@ataretail.com for payment 3 days prior to delivery to CSL agent.

8. DOCUMENTS REQUIRED FOR CUSTOMS CLEARANCE

- The documents listed below should be sent to ATA.
 - a. Copy of Commercial Invoice (within 24 hours after payment receive)
 - b. Copy of Packing List (within 24 hours after payment receive)
 - c. Copy of Telex Release B/L (within 24 hours after payment receive)
 - d. COC (Certificate of Conformity) stating compliance with CPSIA (Consumer Product Safety Improvement Act). See item #12.
- Provide complete set of above listed documents to CSL Express Line via email within 3 days after shipment on board to the following.
 - amy.lee@cslexp.com
 - sal.guzman@cslexp.com
 - nancy.rodriguez@cslexp.com
- In the event documents are missing CSL agent/representative can request copies from vendor/factory as needed.
- The following additional documents are required AS APPLICABLE:
 - a. Certificate of Origin
 - b. Textile Export License
 - c. Trademark Letter
 - d. Fumigation Certificate
 - e. Toxic Substance Control Act (TSCA) Statement

9. STANDARD COMMERCIAL INVOICE REQUIREMENTS

- Must be written in English
- Invoice date and ATA PO number
- Name of purchaser/buyer (ATA Retail Services, Inc. – 30773 Wiegman Road, Hayward, CA 94544) Ship to address (*from purchase order, *see invoice example)
- Name and address of seller/vendor
- Full name and address of actual factory/manufacturer (If the invoicing party is the factory, this must be clearly stated on the invoice, for example "Factory is the invoicing party".
- Country of origin
- Vessel Name
- ETD, ETA
- Hbl number
- ATA purchase order number and item number (from purchase order)
- Full description – Clear and complete description
(Ask ATA buyer or ATA agent office for the appropriate description of the item)
- Quantity in ATA sell units (i.e. set / pack)
- Carton count
- Sell unit quantity per inner box and per carton
- Terms of sale (example: FOB Ningbo)
- Agreed payment terms (i.e. T/T)
- Unit cost price (in the currency of the purchase with currency type specified)
- Any defective allowances (if applicable)
- Defective Allowances (indicate % or dollar off per unit)
- Defective Allowances should be shown as a separate line item on the invoice (*see invoice example for details) Any sample fee deduction (if applicable)
- Port of Loading
- Final Destination

- Required remarks (*see invoice example):

- I. Merchandise has been marked in accordance with U.S. Customs regulations and is in accordance with the purchase order.
- II. Products from vendor/factory were not mined, produced, manufactured, assembled, or packaged by the use of forced child labor or prison labor as defined by the laws of the U.S.
- III. None of the merchandise included on this invoice is copyrighted by any other company except that which is named on this invoice or by ATA, unless a trademark release is attached.

- Wood packing material statement

This shipment does NOT contain wood packing material. (*see invoice example)

OR

All wood packing material is treated and marked in compliance with ISPM#15.

- Invoice MUST be signed by the suppliers representative

10. PACKING LIST

- Must be written in English

- Date and ATA PO number

- Name of purchaser/buyer (ATA Retail Services, Inc. – 30773 Wiegman Road, Hayward, CA 94544)

- Ship to address (*from purchase order, *see packing weight list example)

- Name and address of seller/vendor

- Country of origin

- Vessel Name

- ETD, ETA

- Hbl number

- ATA purchase order number and item number (from purchase order)

- Full description – Clear and complete description

(Ask ATA buyer or ATA agent office for the appropriate description of the item)

- Quantity in ATA sell units (i.e. pc / set / pack)

- Sell unit quantity per inner box and per carton

- Carton count

- Carton dimensions and cube, net and gross weight

- Terms of sale (example: FOB Ningbo)

- Agreed payment terms (i.e. Tft)

- Port of Loading

- Final Destination

- Required remarks (*see packing weight list example):

- I. Merchandise has been marked in accordance with U.S. Customs regulations and is in accordance with the purchase order.
- II. Products from vendor/factory were not mined, produced, manufactured, assembled, or packaged by the use of forced child labor or prison labor as defined by the laws of the U.S.
- III. None of the merchandise included on this invoice is copyrighted by any other company except that which is named on this invoice or by ATA, unless a trademark release is attached.

- Wood packing material statement

This shipment does NOT contain wood packing material. (*see packing weight list example)

OR

All wood packing material is treated and marked in compliance with ISPM#15.

- Packing weight list MUST be signed by the suppliers representative

11. CARTON MARKING REQUIREMENTS

- See attachment for carton marking reference.

- ATA name

- ATA Purchase Order number

- ATA ship location

- Mfg item number and description

- ATA item number

- UPC code

- Master case pack

- Inner case pack

- Country of origin

- Case count

12. CERTIFICATION OF CONFORMITY

- Certification of Conformity (COC) for general products manufactured after November 12, 2008 or for children's products manufactured after December 21, 2008 stating the products have met all applicable product safety standards as per U.S. Consumer Products Safety Improvement Act (CPSIA) of 2008.
- Copies of product safety testing reports in compliance with Consumer Products Safety Improvement Act (CPSIA) of 2008 is required.
- All merchandise purchased by ATA must be tested to meet all applicable Laws and Regulatory and Industry regulations as well as reviewed for overall general quality and safety.

13. PENALTY CLAUSE

- Demurrage and additional freight charges due to improper compliance of document flow procedures will be liable by supplier/vendor.
- The ATA Purchase Order / Confirmation specify the Ship Date. Acceptance of a purchase order means acceptance of the shipping.
- Ship Date is defined as the cargo ready date to be delivered to CSL.
- Shipments with cargo ready date past the ATA Purchase Order / Confirmation Ship Date will be subject to the below penalties at ATA discretion:

CARGO READY DATE	PENALTY LEVEL
1-7 Days past ship end	0.5% from invoice
8-14 Days past ship end	1% from invoice
15-21 Days past ship end	3% from invoice
21+ Days past ship end	5% or Purchase cancelation (ATA discretion)

ABC COMPANY

Room A, 1/F., ABC Building, 123 Main Road, Ningbo, China
 Tel: (000) 0000000 Fax: (000) 0000000

(SAMPLE)

COMMERCIAL INVOICE

Buyer ATA RETAIL SERVICES, INC. 30773 Wiegman Road, Hayward, CA 94544, USA	Ship to Address: ATA RETAIL SERVICES, INC. 100 North Fork Lane, Goodlettsville, TN 37072-4258, USA	Country of Origin CHINA	Invoice No. S-C1552	Date 17 August, 2009
		tresseUCarrier OOCL BRIDGE V.001 E	From NINGBO	To GOODLETTSVILLE, TN
Tel No. (510) 401-5300 Fax No. (510) 352-1949		Payment Terms T/T	ETD 8/20/2009	ETA 9/20/2009

Marks & Nos.	Descriptions & Packing	Quantity	Unit Price	Amount
ATA Retail Services, Inc. ATA Purchase Order Number: 111 ATA Ship To: Goodlettsville, TN 37072-4258 Mfg. Item Number: J00C Mfg. Description: FLASHING BALL ATA Item Number: AAA Mfg Item UPC Code: 7-33046-)0000(-X Master Case Pack: 100 PCS Inner Case Pack: 25 PCS Country of Origin: CHINA Case Count: 1 of 146	PO No. 111 (ATA Purchase Order number) Item No. AAA (ATA Item number) Vendor Item*: XXX (Vendor Item number) Description: Plastic spoon (Detail Description) Item UPC: 7-330416-)0000(-X Inner Pack: 25 PCS Master Pack: 100 PCS Chief Component Material: Plastic HBL NINXXXXXXXXX Manufacturer's Information: Name: (Factory Name) Address: (Factory Address) (City, Province, Country)	11,100 PCS 111 CARTONS	FOB NINGBO, CHINA USD 1.150	USD 12,765.00
			SUB-TOTAL:	US\$ 12,765.00
			LESS 0.5% DEFECTIVE ALLOWANCE	US\$ 63.83
TOTAL AMOUNT:	SAY TOTAL US DOLLARS TWELVE THOUSAND SEVEN HUNDRED ONE AND CENTS EIGHTEEN ONLY.			USD 12,701.18

Remarks:

- * Merchandise has been marked in accordance with U S Customs regulations and is in accordance with the purchase order.
- * Products from vendor or factory were not mined, produced, manufactured, assembled, or packaged by the use of forced child labor or prison labor as defined by the laws of the U.S.A.
- * None of the merchandise included on this invoice is copyrighted by any other company except that which is named on this invoice or by ATA Retail Services Inc., unless a trademark release is attached
- This shipment contains no solid wood packing materials
- * Country of origin is China

For and on behalf of
ABC COMPANY

Authorized Signature(s)

ABC COMPANY

Room A, 1/F., ABC Building, 123 Main Road, Ningbo, China
 Tel: (000) 0000000 Fax: (000) 000000

(SAMPLE)

PACKING LIST

Buyer ATA RETAIL SERVICES, ft 30773 Wiegman Road, Hayward, CA 94544, USA Tel No. _____ Fax No. _____	Ship to Address! ATA RETAIL SERVICES, INC. 100 North Fork Lane, Goodlettsville, TN 37072-4258, USA	Country of Origin CHINA	Invoice No. S-C1552	Date 17 August, 2009
		VesseeCarrier PUT VESSEL NAME HERE	From NINGBO	To GOODLETTSVILLE, TN
		Payment Terms T/T	ETD 8/20/2009	ETA 9/20/2009

Marks & Nos.	J	Descriptions & Packing	Quantity	Carton Dimensions	Master Cube	Weight (icGS)	
						G.W.	N.W.
ATA Retail Services, Inc. ATA Purchase Order Number: 111 ATA Ship To: Goodlettsville, TN 37072-4258 Mfg. Item Number: XXX Mfg. Description: FLASHING ATA Item Number: AAA Mfg Item UPC Code: 7-33046-XXXXX-X Master Case Pack 100 PCS Inner Case Pack: 25 PCS Country of Origin: CHINA Case Count: 1 of 146	PO No. 111 (ATA Purchase Order number) Item No. AAA (ATA Item number) Vendor hems XXX (Vendor Item number) Description: Plastic Spoon (Detail Description) Item UPC 7-33046-0000(-X) Inner Pack: 25 PCS Master Pack: 100 PCS Chief Component Material: Plastic HBL NINXXXXXXXXX	11,100 PCS 110 CARTONS	CM 50.00 x 34.00 x 28.01	CBM 0.048	7.20	6.20	
							TOTAL:

Remarks:

- * Merchandise has been marked in accordance with U.S Customs regulations and is in accordance with the purchase order.
- " Products from vendor or factory were not mined, produced, manufactured, assembled, or packaged by the use of forced child labor or prison labor as defined by the laws of the U S.A
- * None of the merchandise included on this invoice is copyrighted by any other company except that which is named on this invoice or by ATA Retail Servit unless a trademark release is attached
- * This shipment contains no solid wood packing materials
- * Country of origin is China

For and on behalf of
ABC COMPANY

 Authorized Signature(s)

CARTON MARKING REQUIREMENTS



ATA Retail Services, Inc. Import Carton Marking Requirements

All cartons must be clearly marked inside of a diamond shaped border with the following information:

**ATA Retail Services, Inc.
ATA Purchase Order number
ATA ship to location
Mfg. item number & description
ATA item number
Mfg. Item UPC code
Master case pack
Inner case pack (if applicable)
Country of Origin
Case count (1 of ?, 2 of ?, etc)**

SIGNATURE PAGE

Supplier hereby acknowledges receipt of the “ATA Import Shipping & Routing Guide”.

Supplier will use its best efforts to comply with the instructions and agrees to the Non Compliance & Service Fees listed in the Guide.

Supplier also agrees to the following:

- Supplier hereby agrees to indemnify, defend and hold harmless ATA Retail Services, Inc., including its Officers and Employees (combined as “ATA”) from any and all claims, damages and/or liabilities related to products sold to ATA by Supplier that ATA may sustain or incur resulting from any product failure, Trademark infringement, etc.
- Supplier agrees not to use or disclose any confidential information. Confidential information means any and all information received from ATA which is not generally available to the public as well as any and all information regarding the Supplier’s products, prices and terms offered to ATA which are not generally available to the public, including information acquired or exchanged during negotiations with ATA.

Supplier Company Name: _____

Address: _____

Signed:

By: _____
(Authorized Officer)

Name: _____

Date: _____

- Send signed scanned confirmation page to Importdocuments@ataretail.com.