

## Associated Electrics, Inc. - Minimum Advertised Price Policy

Associated Electrics has established a Minimum Advertised Price (MAP) policy. This policy began February 1, 2011 for the benefit of all resellers and will be uniformly enforced. A list of items with Minimum Advertised Price is posted on our website.

This policy applies to all advertisers of Associated Electrics products listed on the MAP policy, in any and all media, including but not limited to:

- Price on retailers' website including prices shown in web store shopping cart
- 3<sup>rd</sup> party internet based market places and auction sites (Amazon, Newegg, Overstock, eBay, Yahoo Auctions, Quibids, etc.)
- Print ads (inserts, magazines, newspapers, etc.)
- Broadcast (radio, Internet, TV, etc.)
- Direct mailers, Faxes, E-mail, Newsletters, Flyers
- Internet advertising through either their own or any affiliates' websites, including banner ads, broadcast e-mails, automatic emailed price lists, social media and forum posts.

### Policy Violation Examples

- Retailers which advertise Associated Electrics products for sale below the Minimum Advertised Price
- Advertisement of a product with a strike-through or line through the price indicating a price lower than MAP (e.g., ~~\$199.99~~)
- Internet auctions with an advertised price below MAP including reserve or "buy now" price
- Advertisements of a flat percentage off the marked price or coupons giving the holder a flat percentage off the marked price on Associated Electrics products with a MAP shall be deemed to have violated this policy if the advertised price, minus the market value of the advertised discount, is less than the Minimum Advertised Price. This includes dollar or percentage off coupon offers for a specifically mentioned Associated Electrics product.

Example:

Save 10% on a Team Associated B6 – Violation

Buy a Team Associated B6, get a \$10 gift card – Violation

This is a Minimum Advertised Price policy only and does not restrict, coerce, or force a retailer to charge a particular price for any Associated Electrics product.

Associated Electrics reserves the right to modify or suspend this MAP policy in whole or in part at its sole discretion.

Associated Electrics will only make our product line available to advertisers who follow our Minimum Advertised Price policy.

Violators of this MAP policy may be terminated without notice.