



Minimum Advertised Pricing Policy/Agreement

To our Valued Resellers,

In order to maintain the integrity of the Delta Kwik (DK) has established a Minimum Advertised Price (MAP) Policy for resellers of DK products. This policy has been established to protect and support all resellers. The intention is not to interfere with the business of our resellers, but rather to enable them to have sustainable business practices by allowing for a reasonable profit margin.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any DK product shall not be less than 10% below the current Manufacturer's Suggested Retail Price (MSRP) as published on the DK price sheet. MAP pricing is established by DK and may be adjusted by DK at its sole discretion.
- 2) The MAP for all DK products shall be no more than the MSRP provided in the DK Price Sheet.
- 3) The MAP policy applies to all advertisements of DK products in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- 4) If pricing is displayed anywhere other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 5) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer DK products at any price more than the MAP.
- 6) DK's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- 7) Dealer agrees to hold all trademarks and copyrights of DK as the property of DK and use advertising materials provided by DK in an authorized manner only.



- 8) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. DK does not intend to do business with dealers or sales representatives who degrade the image of DK and its products. It is DK's sole discretion whether to provide prior notice or issue warnings before taking any action under this policy.
- 9) E-Bay and Other Auction Web Sites Policy:
 - "Buy it Now" options must be listed at a price equal to MAP or greater.
 - For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
 - Best Offer Auctions Are Not Allowed
- 10) Negotiated Contracts: From time to time it may be explicitly approved by DK in writing to sell certain DK products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by DK.
- 11) DK may run a sale from time to time and in such case the MAP will stay the same on those items and on those particular dates. DK will send out a notice in advance with details of the special.
- 12) Sales representatives of DK products will supply a copy of the DK MAP policy to any new or existing reseller to be filled out, acknowledged and returned to DK. This form shall be signed and returned to DK and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

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MAP Agreement Confirmation

This MAP policy has been established by DK to help ensure the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for DK customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by: _____

Company name: _____

Any and All other names by which this company operates (including names used on E-bay, Amazon, etc.)

Principal name printed: _____

Principal Signature: _____

Date signed: _____

Dealer Address: _____

Dealer City/State/Postal Code: _____

Phone: _____

Email: _____

Website URL: _____

If in agreement with this policy, then please fill out the requested information and sign it. You may fax the 3rd page to: 540-434-2828 or you may scan the 3rd page and email to: sales@deltakwik.com.

IMPORTANT: No shipments will be made to any wholesaler, distributor or retailer without having completed this form and returning it to Delta Kwik.