

## MINIMUM ADVERTISED PRICE (MAP) POLICY

The following is Ares Armor's policy regarding the advertising and pricing of Ares Armor products.

1. **Purpose:** Ares Armor's goal in enacting this policy is to avoid depreciation of its products. Ares Armor's intention and policy is not to supply any dealer or retailer that advertises products below Ares Armor's Minimum Advertised Price (MAP).
2. **Minimum Advertised Pricing:** A dealer or retailer may advertise at any price it chooses, as long as it is not less than 80% of Ares Armor's Suggested Retail Price.

Example: Item A's MSRP is \$100.0. Item A's MAP would equal \$80.00

Ares Armor hereby provides notice that advertising Ares Armor products at a price below Ares Armor's MAP constitutes a violation of this policy and may result in ultimate discontinuance of business with such dealer or retailer.

3. **Advertising:** For the purposes of this policy, the term "advertising" shall include ANY listing, description or graphic display of Ares Armor products accessible to consumers directly, including but not limited to, print media, television, radio and the World Wide Web. Advertising shall not include a price quotation sent via email to a consumer at the consumer's request.

4. **Violations of Policy:** It is Ares Armor's intention to administer the policy in the following progression:

- a. 1<sup>st</sup> Violation: written warning and reminder of policy;
- b. 2<sup>nd</sup> Violation: warning accompanied by a termination deadline if there is a failure to comply;
- c. 3<sup>rd</sup> Violation: will result in termination of further business relations.

5. **Changes in MAP and Products:** All Ares Armor products are subject to this policy, including any new products. Ares Armor may at any time, in its sole discretion, revise its MAP policy for any product manufactured by it.

6. **Discounts, Premiums, Combinations:** Should any dealer or retailer advertise the giving of any article of value in connection with the sale of any Ares Armor products, or the making of any concession in connection with sale of any products, or combination of Ares Armor products, which together would be below MAP if sold separately, shall represent a violation of this policy.

7. **Price Reductions, Inventory Reduction & Clearance:** Ares Armor may exempt certain designated items from this policy for the purpose of inventory reduction and closeouts. Ares Armor has the exclusive authority to resolve all disputes, conflicts, controversies or questions in relation to this Policy.

Printed Name \_\_\_\_\_

Company \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_