



Dear Arctic Air Customers:

In order to address some additional pricing issues that have surfaced, we are providing a revised MAP Policy for 2022. **The effective date of this revised Minimum Advertised Pricing Policy is May 1, 2022.** Please make sure all advertised pricing is updated effective this date and online pricing follows the restrictions noted below.

This MAP Policy is applicable to all Arctic Air dealers and distributors advertising Arctic Air products over the internet or similar electronic media or through direct communications such as, but not limited to, flyers, catalogs, mailers, inserts, etc. **In addition, in the case of internet advertising, this MAP policy also applies to a product price displayed on a “checkout”, “log-in for price”, or “shopping cart” page of an internet site and prohibits use of advertised coupons, instant rebates, vouchers, etc. Use of language such as “call for lower pricing” or any variations that insinuate that lower pricing is available is also prohibited.** This MAP Policy applies to only advertised prices and does not apply to the prices at which the products are actually sold or offered for sale within a dealer’s physical location.

We have taken this step to build and maintain brand integrity while emphasizing the value of our products and to help ensure that our valued dealer customers are able to promote Arctic Air products while providing the level of support and service that they have come to be known for.

Under our MAP Policy, the minimum price at which a dealer/distributor may advertise Arctic Air products is as follows:

AR23: \$1,999	ACP40: \$895	AMT28R: \$1,699	APP48R: \$2,599	ABB48: \$1,699
AF23: \$2,345	ACP48: \$949	AMT48R: \$2,485	APP71R: \$3,499	ABB60: \$1,950
AR49: \$2,999	ACP55: \$999	AMT60R: \$2,799	APP94R: \$4,575	ABB72: \$2,285
AF49: \$3,545	ACP63: \$1,125	AMT72R: \$3,225	ARCB36: \$2,299	ABB48G: \$2,050
AGR23: \$2,295	ACP4SQ: \$999	AUC27R: \$1,399	ARCB48: \$2,399	ABB60G: \$2,365
AGR49: \$3,399	ACP8SQ: \$1,065	AUC27F: \$1,649	ARCB60: \$2,999	ABB72G: \$2,725
AWR25: \$1,699	AST28R: \$1,599	AUC48R: \$1,849	ARCB72: \$3,999	ADD48R-2: \$2,375
AWF25: \$1,999	AST48R: \$2,275	AUC48F: \$2,299	AUB36R: \$1,520	ADD60R-2: \$2,625
AGF24: \$1,595	AST60R: \$2,465	AUC60R: \$2,025	AUB50R: \$1,795	ADD72R-2: \$3,025
AGF36: \$1,725	AST72R: \$2,799	AUC60F: \$2,475	AUB65R: \$1,999	

Procedure for maintaining MAP Policy:

1. Upon first instance of a dealer advertising Arctic Air models below the Minimum Advertised Price, we will notify that dealer in writing and will expect the pricing to be corrected within two days of receipt of notification. If pricing is not corrected within the above time period, Arctic Air will suspend shipments of the models in question until the discrepancy is corrected.
2. Upon the occurrence of a second inconsistency with our MAP Policy within twelve (12) months of the first occurrence, we will suspend that dealer's shipments of the products in question for a period of 60 days.
3. Finally, upon occurrence of a third discrepancy within a twelve (12) month period, we will terminate our relationship with the dealer/distributor in question.

We reserve the right at any time to modify or discontinue this policy or the pricing within with written notice.

Sincerely,

Walt Broich, Jr
President