



Minimum Advertised Price & Minimum Resale Internet Cart

MINIMUM ADVERTISED PRICE (MAP) POLICY

This Policy applies to all means of Advertised Pricing for all Blodgett Brands which include Blodgett, Blodgett Combi, Marsal and Perfect Fry

- MAP Policy - Current Dealer List less **45%** rounded up to whole number (Unless a product is offered as a Matrix Item for which a set MAP price is provided). Only price at or higher than MAP may be shown
- MAP Policy for **Perfect Fry and Combi** is Current Dealer List less **20%**.
- Dealer may offer or combine free accessories with products (i.e. casters, warranty, freight).

All Advertised Prices must show the product's "MAP" price. Dealers may use the words: "Call for Pricing", "Chat for Pricing", "Text for Pricing", "Email for Pricing". However, any notation insinuating that there is a "better price" than MAP is Not Permitted. Examples include "Call for Best Price", "Text for Special Price", "Email for YOUR price". Coupons or strike-through price is prohibited. Any Dealer's public internet website or public internet-based account, including internet search engine shopping feeds are subject to the Pitco and Blodgett Brands MAP Policy.

MINIMUM RESALE PRICE (MRP) POLICY

Blodgett Brand require that when Dealers sell products through internet sales and/or showrooms that these products are subject to a "Minimum Resale Price" (MRP) and are sold at a price no more than a **52%** discount *rounded up to whole number* off the Current List Price. MRP for **Perfect Fry and Combi** is no more than a **30%** discount. MRP for all brands applies to the final check out price of the product. The Dealer may not substitute the words: "Call for", "Text for" or "Email for Pricing" in lieu of stating a product's MRP.

The MRP policy applies to prices advertised including shopping cart price, chat box price, emailed price, and price on the internet website or search engines. This does not apply to prices that are communicated by means other than through electronic or print. Contract negotiations, negotiations in the field or at a Dealer's place of business are not covered by this policy.

EXCLUSION TO CALCULATED MAP AND MRP PRICES

Blodgett products that are offered to the market with Net Sell Prices on our "Matrix" programs will have specific MAP and Minimum Resale Prices established in lieu of the calculation stated above. These products with MAP and MRP will be detailed in Exhibit A of this MAP Policy and updated as necessary.

POLICY VIOLATIONS

- a) Products under the Blodgett Brands, including Blodgett, Blodgett Combi, Marsal and Perfect Fry require adherence to the MAP and MRP as outlined above and in Exhibit A.
- b) Minimum Advertised Pricing and Minimum Sell Price selling over the internet will be reviewed using third-party monitoring services to ensure consistent adherence to these policies by all Dealers.
- c) If a violation from either of these policies is identified, the non-compliant dealer will be contacted and notified.
- d) If the notified dealer fails to promptly comply within twenty-four (24) hours or less with the MAP or MRP Policies, the noncompliance will result in the enforcement of the penalties detailed below.

Dealer will be subject to penalties up to and including but not limited to:

1st violation: Written and verbal communication.

2nd violation: Loss of quarterly rebates and/or marketing incentives or programs for 30 days on all products of brand violated.

3rd violation: a) Suspension of account.

b) Revoked permission to use group trademark, trade name, corporate logo, product images and product content.



EXHIBIT "A"

Matrix Net Minimum Advertised and Minimum Resale Price

Blodgett

May 1, 2020

				
MODEL	MAP		MRP	
	SINGLE	DOUBLE	SINGLE	DOUBLE
SHO-100-G / SHO-100-E	\$3,540	\$7,080	\$3,190	\$6,380
ZEPHAIRE -100-G / ZEPHAIRE-100-E ZEPHAIRE -200-G / ZEPHAIRE-200-E	\$4,545	\$9,090	\$4,100	\$8,200
BDO-100-G-ES / BDO-100-E	\$4,040	\$8,080	\$3,640	\$7,280
ZEPHAIRE-100-G-ES ZEPHAIRE-200-G-ES	\$4,870	\$9,740	\$4,395	\$8,790