

DEAN Unilateral Minimum Retail Price (UMRP) Policy

(Revised 12/23/2025)

The DEAN UMRP policy applies to all resellers, including internet retailers, who resell DEAN products in the United States. This UMRP policy has been adopted for the benefit of all resellers and will be uniformly enforced.

This UMRP policy applies to equipment pricing only. Charges for services including but not limited to delivery, specification, design, installation, etc. remain at the discretion of all dealers.

Additional incentives to buy that have monetary value (such as coupons, rebates, free accessories) that take the net price below UMRP also violate the terms of this policy. However, rebates provided by eligible public utility programs, even when administered by the dealer, are acceptable under this UMRP program.

Furthermore, this policy applies only to new products. Products returned by customers or damaged ("scratch and dent") units that can no longer be sold as "new" and are clearly marked as such, with the location and nature of the damage accurately disclosed, are not subject to the UMRP policy.

Additionally, this program does not apply to government sales that are transacted under General Service Administration schedule contracts, as administered by the US Government, by a GSA contract holder.

For clarity, dealers are free to set their own retail prices. However, DEAN reserves the right to decline to sell any of its products to any dealer who offers DEAN products for sale below the established UMRP.

The UMRP pricing is established unilaterally by DEAN as a multiplier off of the current published price list and may change with notice depending upon market conditions.

The UMRP multipliers are:

- All SR models (SR142, SR152, SR162, SR114)
 - price list multiplied by 0.42
- The PowerRunner SPV (1PRG50T-SPV)
 - Price list multiplied by 0.42
- All other DEAN models
 - price list multiplied by 0.42

The DEAN UMRP policy does not apply to Frymaster branded equipment. Frymaster equipment remains under the current MAP policy.

Actions by DEAN for Policy Violations

DEAN monitors compliance with this policy. If it is determined that a reseller has sold or offered to sell a DEAN product below the applicable UMRP, DEAN will notify the dealer of the possible violation. If DEAN determines that a violation was not accidental or unintended, it will take the following actions against the dealer:

First Violation: Written notice of violation from DEAN to violating dealer. With respect to offers of sale, the dealer has 72 hours to comply.

Second Violation: DEAN will halt all shipment of products for thirty (30) calendar days.

Third Violation: Dealer's authorized status will be terminated for twelve (12) calendar months, during which time the dealer will not be allowed to display, advertise, or sell any DEAN branded products.

The number of violations will be counted separately for each reseller that violates this policy and determined based upon a rolling twelve-month period. Any offer to sell by a reseller that violates this policy and continues to be available for more than three (3) business days after DEAN has notified the dealer of the violation will count as a new and separate violation by that reseller.

Any questions about this policy should be directed to Frymaster/DEAN Customer Service at frycustserv@frymaster.com.