

December 6, 2021

RE: Turbo Air Minimum Sell Price (MSP) Update Announcement

Turbo Air is pleased to announce the amendment of our **“Minimum Sell Price (MSP) Policy**, effective January 1, 2022. Our policy prohibits any authorized Turbo Air dealer from selling our self-contained refrigeration below **50-10-20% (.36)** off the price list in effect at time of purchase. The program is designed to generate income for our dealer partners, along with protecting quality and reputation of our brand.

Since the introduction of our MSP policy in 2017 our independent contractor, along with the entire Turbo Air sales team will continue to manage and enforce the program terms nationally. Our rules apply to all methods of selling, such as, the Internet, Ecommerce, Facebook, in house sales, catalogs, flyers, email, text, etc. Instant or automatic rebates are strictly prohibited.

The program guidelines have not changed or been modified and are clearly defined. Any dealer partner selling below **50-10-20% (.36)** will be given 24 hours to comply confirming back by email. Again, it might be necessary for dealers to provide copies of their invoice, along with the customer contact information. Any dealer that habitually violates our policy could be subject to suspended shipments, suspension or removal, as an authorized Turbo Air dealer. Furthermore, Turbo Air reserves the right to amend or terminate the MSP policy at any time.

We are confident the amended program will enhance your selling opportunities with our self-contained refrigeration. If you have questions or need assistance, please contact your area representative.

Minimum Sell Price Policy (MSP) 50-10-20% (.36)

As always, thank you for your exceptional support.

Sincerely,



Mike Andrus

Executive Vice President Sales & Marketing