



SAMMIC CORP. MINIMUM ADVERTISED PRICING POLICY

Sammic establishes the minimum price at which all authorized distributors, and resellers ("Authorized Sellers") may advertise Sammic products ("MAP"). Sammic has adopted this MAP Policy in order to promote the quality of Sammic branded products, preserve individual pricing decisions, and maintain a fair business environment for all of our Authorized Sellers. Listing a price lower than the MAP retail price in any advertising will be viewed as a violation of this MAP Policy and may result, at Sammics own discretion, in temporary or permanent revocation of the dealer's wholesale purchasing privileges, found to be in violation of the Policy.

1. All Authorized Sellers advertising Sammic branded Products, including those that own, operate or manage websites are subject to this policy.
2. The MAP policy applies to all printed and electronic advertisements of the products, including but not limited to catalogs, flyers, brochures, websites, email solicitations, special offers, newsletters and electronic coupons or coupon codes.
3. The MAP Policy applies only to the Authorized Sellers advertised prices, not selling prices.
4. The Manufacturer's Suggested Retail Prices ("MSRP") schedule will identify the effective date, the products and the manufacturer's suggested retail price ("MRSP") for those products. Each advertisement of a product identified in the MSRP Schedule more than 20% below the MSRP will be a violation of this MAP Policy.
5. The inclusion in advertising of free or discounted products (whether made by Sammic or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered Sammic product more than **20% below the MSRP**.
6. Each Authorized Seller is sole responsible for ensuring compliance with the MAP Policy. Determination of non-compliance with the MAP Policy will be at the sole reasonable discretion of Sammic.
7. The terms of this MAP Policy are subject to change at the sole discretion of Sammic.
8. Authorized Sellers should be in compliance with this Policy effective immediately.

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