



In recognition of the time and resources required by its Retailers, Resellers, and Distributors to provide its customers with an exceptional level of service, Rightline Gear has established the following Minimum Advertised Price Policy (“MAP Policy”). The MAP Policy does not apply to the actual setting of prices, it only applies to the advertised prices.

Rightline Gear believes this Policy will protect its brand image and goodwill as well as the profitability of its Retailers, Resellers, and Distributors. This policy has been unilaterally adopted and will be enforced strictly and uniformly.

Minimum Advertised Price Policy

All advertised prices for Rightline Gear Products must be at or above the Minimum Advertised Price (“MAP”) as indicated on the applicable current year’s Rightline Gear Load Sheet. This MAP Policy covers any and all advertisements including, but not limited to those in:

- a. Print media such as newspapers, magazines, catalogs, brochures, posters, flyers, public signage, and billboards.
- b. Television, radio, e-mail, and electronic media (including social media).
- c. Internet websites which can be accessed directly through any hypertext link or by any other method which uses the hypertext transfer protocol (http).

In addition, at no time may a Retailer, Reseller, or Distributor make any statements or other indications on its e-commerce website in connection with any Rightline Gear Product that indicates or implies that a lower price may be found at the online checkout stage, including, but not limited to, the following examples:

- a. “See price in cart”
- b. “Log in for price”
- c. “Use coupon code for discount price”
- d. “Call for discount”

Rightline Gear Products may not be advertised with any discount codes or rebates which lower their advertised price below the MAP.

Price matching cannot be used as a valid reason for the violation of Rightline Gear’s MAP Policy. Advertised prices must always remain at or above MAP.

Some clarifying details regarding the Rightline Gear MAP Policy:

- a. Rightline Gear Products ((2) or more) may be bundled together and advertised at a price lower than the sum of their individual Minimum Advertised Prices.
- b. Rightline Gear Products ((1) or more) that are bundled with another manufacturer’s product, with one total price advertised for the bundled products, are no longer governed by this MAP Policy.
- c. A Retailer, Reseller, or Distributor may advertise a website wide or store wide discount or sale as long as the advertised price of Rightline Gear products is at or above the MAP.
- d. Products that are used, refurbished, or factory seconds may be advertised below the MAP if the Retailer, Reseller, or Distributor clearly and prominently discloses the condition of the Product (i.e. the Product may not be designated as new).

Rightline Gear will monitor the advertised prices of its Products in all channels, either directly or via the use of a third party monitoring service. If a Retailer, Reseller, or Distributor's advertised price for any Rightline Gear Products is lower than the MAP, the following actions will be taken:

- a. First Violation: Rightline Gear will issue a warning to the Retailer, Reseller, or Distributor. Rightline Gear may also, at its own discretion and without any liability under any existing contracts or agreements, cease supplying the Retailer, Reseller, or Distributor with its Products until the violation has been corrected.
- b. Second Violation: Rightline Gear will issue a 2nd warning to the Retailer, Reseller, or Distributor. RLG may, at its own discretion and without liability under any existing contracts or agreements, terminate the Retailer's, Reseller's, or Distributor's ability to purchase its Products.
- c. In addition, if Rightline Gear determines that a Retailer, Reseller, or Distributor operates without a customer service phone number or e-mail address or operates under many different names and/or addresses, strictly for the sole purpose of remaining hidden, in order to intentionally violate Rightline Gear's MAP Policy (and potentially other manufacturer's MAP Policies), Rightline Gear will terminate the Retailer's or Reseller's ability to purchase its Products immediately.

Rightline Gear will ask the assistance of its Resellers and Distributors to help correct the MAP violations of their customers. Rightline Gear will, from time to time, issue a Do Not Sell List to its Resellers and Distributors which will prevent them from selling to the terminated Retailers or Resellers on the list.

Rightline Gear reserves the right to modify, suspend, or discontinue this MAP Policy in whole or in part at any time. This MAP Policy does not preclude Rightline Gear from becoming a party to a mutually agreed upon written agreement with any Retailer, Reseller, or Distributor. This Rightline Gear MAP Policy supersedes and replaces in their entirety all previous Rightline Gear MAP policies. This MAP Policy shall remain in effect unless Rightline Gear amends, replaces, or terminates it.

This Minimum Advertised Price Policy is applicable only in the US and Canada.