



January 1, 2013

### **MINIMUM ADVERTISED PRICE (MAP) POLICY**

Effective immediately Mountain Plumbing Products hereby establishes a Minimum Advertised Price of no more than thirty-five percent (35%) off the Suggested List Price of all Mountain Plumbing Products.

This policy only concerns the advertised price (after applying all applicable discounts) of Mountain Plumbing Products and does not set or limit the ultimate sales price to any consumer or purchaser of Mountain Plumbing Products. Mountain Plumbing Products may be sold at any price deemed appropriate by the dealer or reseller. While dealers and resellers may sell Mountain Plumbing Products at any price they deem appropriate, Mountain Plumbing only authorizes the use of its name, trademarks, product images and product descriptions in advertisements that include an advertised price that is equal to or greater than the applicable Minimum Advertised Price.

This policy includes all forms of media advertising including internet advertisements. Dealers and/or resellers may not list Mountain Plumbing Products on auction site or website with a “starting price” or “buy it now” price below the applicable Minimum Advertised Price.

Mountain Plumbing reserves the right, after making an investigation into any alleged or discovered violations, to cease shipments of all products to any dealer or customer advertising Mountain Plumbing Products below the Minimum Advertised Price.

Please contact your local sales representative or Mountain Plumbing Products directly if you have any questions or concerns regarding this policy.

