



CONFIDENTIAL



Form: MAPP-912
Effective: September 1, 2012



Minimum Advertised Price (MAP) Policy

Overview

Rasmussen has established a unilateral policy regarding the minimum advertised price (MAP) for all Rasmussen products (Gas Logs, Chillbuster, ALTERNA, Solaire, Accessories) and Bromic products. All Rasmussen Resellers (who either purchase directly from Rasmussen or from another Reseller) who advertise Rasmussen products must comply with the Rasmussen MAP policy.

MAP Policy

Advertised prices for all Rasmussen, Solaire and Bromic products may not appear at a discount off of each product's current Manufacturer's Suggested Retail Price (MSRP). In other words,

$$\text{MAP} = \text{MSRP}$$

Rasmussen reserves the right to change the applicable MAP upon thirty days (30) notice. In addition, resellers of Rasmussen products are responsible to distribute this policy, or otherwise apprise, their customers (resellers) of the terms of this policy.

MAP policy applies to: all forms of advertising including, but is not limited to:

Internet; Print Ads; Direct mailers including email; Fax; Broadcast; Billboards, posters and flyers; Catalogs.

MAP policy does not apply to the following:

- (a) Quotes and Contracts
- (b) In-store displays, In-store banners, In-store price markings
- (c) Internet site "Checkout" pages where consumer makes their final purchase selection.
- (d) Discontinued products, refurbished products, closeouts,

demonstration or other refurbished or used merchandise.

Violation of MAP policy

An ad implying that a covered product is being offered at a price below the MAP price violates the MAP Policy. It is a violation of the MAP Policy for an advertisement to include language or graphics that state or suggest that a MAP product is being promoted at a price less than the MAP price. An example of a MAP Policy violation for an advertisement would include:

- Showing the price of the MAP product with a slash line through it in a manner that states or suggests that the advertised offer is less than the MAP price.
- Offer an instant rebate or "\$X or X% off" in a manner that states or suggests that the advertised offer is less than the MAP (i.e., unless MAP products are specifically identified as excluded from the offer).
- Offer any MAP products as a free or gift item.
- Include language such as "price too low to print".
- Include language stating "call for price".
- Offer a discount for using a certain type of credit card.

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Quality Products Since 1907

Rasmussen Actions to Violations

Rasmussen will request that the violator cure the violation immediately. Failure to cure the violation in a timely fashion will result in any of the following: Rasmussen reserves the right to withhold all or any portion of the reseller's co-op allowance for the year in which the Reseller violates the Rasmussen MAP policy; and/or may change the pricing structure and terms under which Rasmussen will sell its products to the Reseller; and/or Rasmussen may suspend or terminate the Reseller's authorization to purchase and sell Rasmussen products.

Alternative Incentives to Discounts

So long as the advertised dollar value of the product is not reduced, incentives such as free shipping, gift with purchase of a non-MAP protected item, or a percentage off an additional, non-MAP protected item, are acceptable incentives.

This policy only limits the prices at which certain Rasmussen products may be advertised and does not extend to the prices at which Reseller actually sells Rasmussen products, which are at the sole discretion of the Reseller.

Each Reseller of Rasmussen product is solely responsible for its compliance with this policy.

This program supersedes all previous programs. We reserve the right to change, withhold or withdraw this program at our discretion with or without notice. Possession of this program confers no right to purchase at these terms or prices.

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