



www.axiaalloys.com

Minimum Advertised Pricing Policy

Axia Alloys has worked hard to ensure that all authorized dealers provide consumers of Axia Alloys products with the advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction we have developed. Axia Alloys has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that Axia Alloys products have achieved. Therefore, Axia Alloys has a Minimum Advertised Price ("MAP") policy.

Objectives:

1. To ensure that our dealer-product relationships are consistent and value based.
2. To maintain the proper positioning of Axia Alloys products in the marketplace.

The MAP Policy: Dealers may advertise Axia Alloys products at retail price or at a **maximum of 5% below the retail price. The MAP is published in the most recently distributed Axia Alloys retail price list.** For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising of a specific product must include the MAP price of that product. Advertising of a specific product that does not mention the MAP or higher price violates the MAP Policy. Any price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for Axia Alloys products at less than the MAP will constitute a violation of the MAP Policy. A Dealer who advertises bundles of products, which include Axia Alloys products, must advertise the price or value of the products at or above the MAP. For example, the advertised bundle should say "includes Axia Alloys product, which has a suggested retail price of \$XX.00 (or higher)".

Axia Alloys will monitor compliance with this policy. Axia Alloys may, at its own discretion, stop supplying products to any Dealer found to be in violation of the MAP Policy.

Questions about whether a planned advertisement complies with this policy should be directed to Axia Alloys at 480-216-6266 for guidance.

Axia Alloys 360 E Comstock Dr Chandler, AZ 85225 Phone 480-216-6266 Fax 480-598-8270