



## Map Pricing

Over Armour Offroad has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") on Over Armour Offroads products, which prohibits resellers from advertising products below a retail price designed by Over Armour Offroad. Promoting based on low-price, instead of service and value, can be detrimental to Over Armour Offroad reputation and resellers' service and support efforts.

The MAP Policy and guidelines:

1. The MAP Policy shall apply to all Over Armour products sold by Retailers and may be adjusted by Over Armour Offroad at its sole discretion.
2. The MAP Policy applies to all advertisements of Over Armour Offroad in any and all media, including, without limitation, websites, flyers, posters, coupons, mailers, inserts, newspapers, email newsletters, email solicitations, television, radio, and public signage.
3. Bundling with other products or gift cards, is strictly prohibited, unless approved in writing.
4. The MAP Policy applies only to advertised prices and does not apply to the price at which the product are actually sold or verbally offered for sale to an individual consumer within the Resellers retail location or over the telephone. Over Armour Offroad Resellers remain free to sell Over Armour products at any prices they elect.
5. It shall not be a violation of this MAP policy to advertise in general that the reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP policy.
6. From time to time, Over Armour may activate promotions for the products covered by the MAP Policy. In this case, Over Armour reserves the right to modify or suspend the MAP with respect to the affected products. Over Armour further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion.
7. Failure to comply with this policy will result in suspension of discount and account termination.