



## **Minimum Advertised Price Policy**

Warthog ATV has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") on Warthog axles, which prohibits resellers from advertising Warthog axles below a specific price designed by Warthog ATV. Promoting based on low-price, instead of service and value, can be detrimental to Warthog ATV's reputation and resellers' service and support efforts.

The MAP Policy and guidelines:

1. The MAP Policy shall apply to all Warthog axles sold by Retailers and may be adjusted by Warthog ATV at its sole discretion.
2. The MAP Policy applies to all advertisements of Warthog axles 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 axles are actually sold or verbally offered for sale to an individual consumer within the Resellers retail location or over the telephone. Warthog ATV Resellers remain free to sell Warthog axles 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, Warthog ATV may activate promotions for axles covered by the MAP Policy. In this case, Warthog ATV reserves the right to modify or suspend the MAP with respect to the affected axles. Warthog ATV further reserves the right to adjust the MAP with respect to all or certain axles at its sole discretion.
7. Failure to comply with this policy will result in suspension of discount and account termination.