

Minimum Advertised Pricing Policy

Effective April 1st, 2017, World Products (WP) will unilaterally implement a Minimum Advertised Price (MAP) on all WP items. International accounts must reflect pricing as translated into their local currency.

World Products (WP) has been building a brand of strong recognition and a high perceived value for many years. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the World Products brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended to ensure that WP products are advertised at prices that reflect and protect the value of the WP brand and to encourage resellers to meet customer care expectations.

The MAP policy shall work under the following guidelines:

- The Minimum Advertised Price for any WP product shall not be less than the MAP price listed on our attached price sheet. MAP pricing is established by WP and may be adjusted by WP at its sole discretion.
- The MAP policy applies to all advertisements of WP products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.
- The MAP policy is not applicable to any in-store advertising that is displayed only in the store.
- If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited. This policy applies to all levels/pages on a website, other than pages associated with an intent to purchase. Actual prices charged to customers may be provided by telephone, e-mail response, and product purchase confirmation webpages or communications.
- MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. WP dealers remain free to sell these products at any price they choose.
- MAP does not establish maximum advertised prices. All dealers may offer WP products at any price in excess of the MAP.

- **WP's MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitors price”, that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.**
- **WP Dealer shall hold all trademarks and copyrights of World Products as the property of WP and use advertising materials provided by WP in an authorized manner only.**
- **E-Bay and Other Auction Web Sites Policy:**
 - **“Buy it Now” options must be listed at a price equal to MAP or greater.**
 - **For auctions the reserve and/or opening bids must start at MAP without a “Buy it Now” option.**
 - **Best Offer Auctions Are Not Allowed**
- **WP may run a sale or promotion from time to time. In such case, WP reserves the right to suspend or modify this policy in whole or in part by notifying dealers in advance with details of the special and the duration and nature of the modification or suspension of this policy.**
- **Intentional or repeated failure to abide by this policy will result in termination of dealer’s relationship with WP. WP does not intend to do business with dealers who degrade the image of WP and its products. It is WP’s sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.**
- **This policy is a unilateral statement of WP’s preferences concerning the type of dealer to which WP chooses to distribute products that are subject to this policy. It is not the intent or purpose of this policy to restrict, coerce, force or reach agreement with a dealer to charge a particular price for any WP product.**

In executing this policy, WP will act at all times unilaterally, and will neither solicit, consider, nor agree to any recommendation, request or demand of any other person. All matters of interpretation of the terms of this policy and all matters concerning enforcement of this policy shall remain with the sole, unilateral authority of WP. World Products and its employees thank you for your business.