



Minimum Advertised Price ("MAP") Policy Effective: September 1, 2014

In an effort to protect the value of our products in the marketplace and increase customer loyalty, Pop & Lock, LLC ("Pop & Lock") has established the following unilateral MAP policy for our tailgate security products. This MAP policy is effective September 1, 2014 and replaces any existing policy.

All Pop & Lock products shall be advertised at a price equal to the current Jobber price. Jobber price is determined by the Jobber Price Sheet as amended from time to time. All Warehouse Distributors and resellers are required to comply with this policy.

MAP Specifics

- Pop & Lock's minimum advertised price shall be the jobber price effective January 1, 2014. This shall be known as the MAP price as may from time to time be established by Pop & Lock and may be adjusted by Pop & Lock in its sole discretion.
- This MAP policy applies to all types of consumer advertising.
- MAP applies only to advertised price. Selling price is in the discretion of the Seller. Seller has the right to sell at whatever price is deemed necessary.
- "Add to Cart" is considered a violation if the resulting product price is lower than the then current MAP price.
- Internet searches/feeds must comply with the MAP policy at all times.
- Auction Sites – Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price. Pop & Lock maintains a "Zero Tolerance" policy in regards to violations on any auction site and will use whatever means necessary to have listings removed immediately.

MAP Benefits

- Pop & Lock's MAP policy has been designed to protect the value and integrity of the Pop & Lock brand of products as well as ensure Pop & Lock resellers sufficient margin to provide for superior levels of customer service, product knowledge and marketing as is appropriate for a premium quality line of products.
- All parties are on a level playing field to the consumer with identical advertised prices, putting a premium on the quality of service and ease of operations.
- This brings the brand value and sales of Pop & Lock's products into the marketplace with sufficient margins to support the continued provision of a premium customer experience.

MAP Noncompliance

- Retail resellers, including "dot com" companies, selling Pop & Lock products compete head to head and the implementation of the MAP policy prevents prices from being driven down. Failure to abide by Pop & Lock's MAP policy contributes to price deterioration and jeopardizes product integrity.
- Pop & Lock has enlisted several organizations to monitor and report noncompliant web sites and/or advertising.
- Violation or Non-compliance with Pop & Lock's MAP policy will result in penalties which may include legal action and/or the temporary or permanent loss of the right to sell Pop & Lock products in the future.

Pop & Lock reserves the right to withdraw or change this policy at any time and without notice.

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