

MAP Pricing Policy

Effective as September 1, 2011, Full Circle has established a minimum advertised price ("MAP") on all Full Circle products. The policy applies only to U.S. dealers and distributors. The MAP policy shall work under the following guidelines:

1. The MAP policy shall apply to all Full Circle products and may be adjusted by Full Circle at its sole discretion. Minimum Advertised Pricing is set at Full Circle's MSRP.
2. The MAP policy applies to all advertisements of Full Circle products in any and all media, including, without limitation, 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 not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by Full Circle or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. 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. Full Circle dealers and distributors remain free to sell these products at any prices they elect.
5. MAP does not establish maximum advertised prices. All dealers and distributors may offer Full Circle products at any price in excess of the MAP established for such product.
6. Full Circle'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.
7. Dealers or distributors who would like to engage in promotions or specials may do so with written consent from Full Circle.
8. Free Shipping offers are not covered by this MAP policy and are at the discretion of the dealer or distributor with any form of consent given by Full Circle.
8. Intentional and/or repeated failure to abide by this policy will result in termination of dealership or distributorship. Full Circle does not intend to do business with dealers or distributors who degrade the image of Full Circle and its products. Full Circle will not provide prior notice or issue warnings before taking any action under this policy.
9. The terms of this MAP policy are confidential and should not be disclosed to other parties.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Company: _____ Date: _____

Authorized Representative: _____

Print Name & Title: _____