



W-STANDARD USA, INC.
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Minimum Advertising Pricing Policy (MAP)

1. The Minimum Advertised Price (MAP) of W-Standard product is established to be nothing lower than 10% under MSRP. MSRP is set by W-Standard USA.
2. MAP applies to all types and forms of advertising.
3. MAP does not apply to in-store advertisement or promotion that is displayed inside the store only and not distributed or made available to distribute to any customer(s).
4. Shipping costs may not be included in price of item to equal MAP.
5. "Add to Cart" is considered a violation if the product price displayed after adding to cart violates MAP.
6. Marketplace Site searches/feeds must comply with MAP policy at all times.
7. Auction Sites - W-Standard USA has a "Zero Tolerance" policy in regards to violations on any auction sites and will use whatever means necessary to have listings removed immediately.
8. Any technology that displays or accepts pricing below MAP or discounts without "live" Human Interaction prior to check out AND customer specific information entered, is a Violation of the Policy, this includes automated "Make an Offer" technologies which would not be permitted. A "Suggested Price" or "Offer Price" or discount percentage that results in a MAP violation cannot be displayed.
9. Discounts are approved in the way of "individual, unique, single use", "member" or "frequent shopper" only after customer specific information has been entered during checkout or applied to the entire order at check out. Any codes that can be shared or publicly known are disallowed.

MAP Benefits

- MAP has been designed to support dealer and distributors, as well as maintain the value and integrity of the W-Standard brand.
- All parties are on a level playing field to the consumer with identical advertised prices.
- Customer Service and product availability become key differentiators as opposed to price.
- Brand value is supported to all distributors, dealers and consumers.

MAP noncompliance

- We recognize that all our W-Standard sellers compete for market share. We feel our MAP Policy deters price and margin erosion at all levels and our vigorous enforcement is paramount to maintaining our brand integrity.
- W-Standard USA reserves the right to use all means necessary to enforce our MAP policy including but not limited to price adjustment, marketing agreement adjustment, and discount structure adjustments with our distribution partners.

NOTE

- Please do not confuse MAP with your selling price. The MAP applies only to advertised prices. MAP Policy does not apply to the price at which W-Standard products are actually sold or offered for sale to an individual consumer within resellers' retail location or over the telephone. Resellers remain free to sell W-Standard products at any prices they choose. We at W-Standard simply desire an even playing field in the marketplace and respect for the W-Standard brand.
- W-Standard may at any time choose to offer special promotions on certain products. In such an event, W-Standard reserves the right to modify or suspend the MAP in whole or in part by notifying all resellers of the duration and nature of the change. W-Standard also reserves the right to adjust the MSRP with respect to all or certain products at its sole discretion at any time. Any such change shall apply equally to all resellers.
- W-Standard USA reserves the right to withdraw or change this policy at any time and without notice.

Questions About MAP or To Report a Violation

Report the Violation to jasminez@wstandardusa.com The MAP and related actions are within W-Standard USA sole discretion and authority and managed only through authorized administrators of W-Standard USA. No employee or sales representative of W-Standard USA or a distributor has any authority to discuss, modify or grant exceptions to the MAP. All questions regarding the MAP are required to be in writing and e-mail to jasminez@wstandardusa.com. The MAP Administrator will only respond in writing. No oral communications about the MAP are authorized and are invalid. The MAP Administrator has solely responsibility for determining whether a violation of the policy has occurred and will communicate decisions to resellers regarding the actions, if any, imposed under this MAP. Any action taken by W-Standard USA under the MAP shall be without liability to W-Standard USA.