

AdMore Lighting Inc.

MAP Policy

AdMore Lighting Inc., (“AdMore”) has adopted the following Minimum Advertised Price (“MAP”) Policy for all AdMore products and AdMore distributed products, except as designated by AdMore from time to time in writing. AdMore’s goal in establishing this policy is to avoid degradation of, or damage to, the premium quality and image of its products and to the trademarks, other marks, brands or trade names under which its products are sold. AdMore intends to sell these products only to Dealers and/or Distributors (“Resellers”) that do not advertise products below the Minimum Advertised Price set forth in this policy. AdMore may choose to enforce this policy through action up to and including termination of a Reseller or other authorized distributor that advertises any product below the stated MAP as set forth below. This MAP Policy will be applied and enforced as follows:

1. The Minimum Advertised Price (“MAP”) for each product shall be the Manufacturer’s Suggested Retail Price (“MSRP”) designated on the current AdMore price list (in either Canadian or US dollars) as issued by AdMore from time to time or as found at www.admorelighting.com minus 10% of the MSRP for any given product. Current price lists may be obtained by contacting AdMore. The MAP for one or more products may be amended from time-to-time and may be suspended periodically for national, regional and/or seasonal promotions sponsored by AdMore.
2. This MAP Policy applies to any and all forms of print and electronic media, direct mail, and audio and video communications.
3. AdMore considers any price advertised below the MAP a violation of its MAP Policy.
4. Advertising two or more products (i.e. two AdMore products that are covered by this MAP Policy) for sale together (“AdMore Product Bundle”) at a price less than the combined MAPs for each Product is a violation of this MAP Policy. AdMore reserves the right to issue MAP Policy modifications that apply specifically to AdMore Product Bundles.
5. The MAP Policy only applies to advertised prices of products, and not the prices at which Products are actually sold. The Reseller is free to resell AdMore products at any price of its choice.
6. AdMore reserves the right to modify, suspend, or cancel the MAP Policy, or modify any or all MAPs at any time. AdMore will provide notice of any such modifications, suspension or cancellations. The AdMore MAP Policy can be found at: www.admorelighting.com/map-policy.

7. If a dealer advertises prices below those required by this MAP Policy, sanctions will be unilaterally imposed by AdMore, including but not limited to one or more of the following actions:

- a. Notify the dealer of the non-compliant advertisement with a reminder of AdMore's MAP Policy on its products;
- b. Cancel or hold any pending orders and suspend the dealer's right to sell any AdMore product(s) in question for a period of time until such time as the MAP Policy violation has been cured.
- c. Terminate the Reseller Agreement or other relevant agreement between AdMore and the Reseller or any other member of the distribution network who has violated this MAP Policy.

AdMore will make all decisions concerning compliance with and enforcement of this MAP Policy unilaterally. This MAP Policy is a unilateral declaration of policy by AdMore and does not reflect or constitute an agreement between AdMore and any Distributor/Reseller, any other authorized distributor, or any other person or entity, and by issuing this policy AdMore is not seeking any such agreement.
