

# Minimum Advertised Price (MAP) Policy

Effective January 1<sup>st</sup>, 2016

QuiqLite Inc. believes that certain consumer advertising and promotional practices can be inconsistent with QuiqLite's distribution and marketing policies. Certain advertising and promotional practices can degrade the quality and performance image of QuiqLite Inc. products and undermine the company's ability to maintain its position as the world's best hands free light source for public safety officials.

QuiqLite Inc. recognizes that its dealers/distributors need to provide a high level of professional service and information to the consumer on the selection and function of the proper QuiqLite Inc. product. To fulfill these requirements, the dealer/distributor must earn sufficient profits to retain competent staff, provide employee training, and otherwise provide quality services. QuiqLite Inc. has determined that any media advertising of QuiqLite Inc. products below QuiqLite's minimum advertised prices as listed in its Minimum Advertised Price Policy is not consistent with these goals. Therefore, QuiqLite Inc. has unilaterally adopted the following Minimum Advertised Price (MAP) Policy:

If after January 1, 2016, QuiqLite Inc. becomes aware of any advertising in which Dealer/Distributor directly or indirectly advertises QuiqLite Inc. products to end user at prices below the minimum advertised prices in effect at the time, QuiqLite reserves the right to terminate any/all of that Dealer/Distributor's orders, cease any pending shipments, and/or, may, at its own discretion, terminate Dealer/Distributor relationship. Minimum Advertised Prices are those Manufacturer's Suggested Retail prices less 10% as listed on current year Dealer/Trade Price List.

"Advertising" or "Advertise as used in this policy refers to advertising disseminated via television, radio, newspapers, magazines, signs, catalogs, flyers, the Internet and other mass media. Advertising on the Internet includes advertising on any age of any Internet site. It also includes advertising in store windows or signs visible outside the store, but does not include other in-store advertising. Advertising that is inconsistent with this policy includes any advertising that can reasonably be read to imply prices on QuiqLite Inc. products below the minimum advertised price such as "20% off all products in the store". "Buy one, get one free". In the case of advertising such as "the entire department 25% off", it will be necessary to specifically exclude QuiqLite Inc. brand products in the copy.

Distressed, discontinued, special makeup or factory second products do not have a Minimum Advertised Price; however, they must be identified as "Discontinued" or "Seconds" in any advertising.

This policy in no way affects the prices Dealers/Distributors may charge for QuiqLite Inc. brand products. It is directed solely to the prices at which Dealers/Distributors advertise those products to the consumer market. Dealers/Distributors, of course, remain free to sell QuiqLite Inc. brand products at whatever prices they choose.

This is a unilateral policy of QuiqLite, Inc. and shall not be construed as a contract or agreement with any retailer. QuiqLite Inc. reserves the right to choose the retailers with whom it does business, and the right to accept or reject any order in whole or in part. QuiqLite Inc. also reserves the right to modify this policy or to terminate this policy at any time.

Any questions regarding this policy should be presented to QuiqLite Inc. in writing and directed to Brian Quittner, President, PO Box 6942 Santa Barbara, CA 93160-6942

I certify that I have read, understand and agree to this policy:

Signature: \_\_\_\_\_ Date : \_\_\_\_\_

(Please Print Name Here) \_\_\_\_\_