



# MAP Agreement

## (Minimum Advertised Price)

TekYa actively supports the advertisement and promotion of TekYa products through an international group of resellers. As of January 1, 2016, TekYa enforces a Minimum Advertised Price (MAP) policy on all TekYa products to protect the brand's reputation for supporting and guiding its resellers, and preserving their ability to compete in the marketplace.

The MAP policy shall work under the following guidelines:

1. The MAP pricing for all TekYa products shall not be less than **10%** below the current Manufacturer's Suggested Retail Price (MSRP) published by TekYa.
2. MAP policy applies to all advertisement of TekYa products in any retail location or media platform, including but not limited to flyers, newspapers, catalogs, magazines, email newsletters, internet postings, and public signage.
3. Failure to adhere to the MAP policy shall result in immediate termination of dealer rights to market and sell TekYa products.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. MAP does not establish a maximum advertised price. All dealers and sales representatives may offer TekYa products at any price in excess of the MAP.
6. TekYa does not authorize the listing of TekYa products on any third party websites (such as eBay, Amazon, Craigslist, and others) without prior approval.
7. TekYa Trademarks remain the property of TekYa and shall only be used appropriately or as directed, and shall not misconstrue its affiliation with TekYa in any way.
8. At its sole discretion, TekYa on occasion and without notice may add or delete products from the list of TekYa products subject to this MAP policy, and may change the minimum advertised prices or MSRP for such listed products.

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 brick and mortar retail location. TekYa dealers and sales representatives remain free to sell these products at any price they choose.