



## **MINIMUM ADVERTISED PRICE (MAP) Policy**

### **Effective March 1, 2018**

#### **Purpose**

To protect the investment of our dealers and White's Electronics, Inc. (herein referred to as "**White's**") brand reputation, White's has unilaterally adopted this Minimum Advertised Price Policy ("**MAP Policy**") which shall apply to Distributors and Dealers (collectively "**Resellers**") located in the United States who resell White's products that are covered by this MAP Policy (the "**MAP Products**"). This MAP Policy was established because we believe that reseller advertising and sales practices that promote White's products primarily on the basis of price could be detrimental to resellers' service and support efforts and White's competitive position.

#### **Official Policy and Guidelines**

This MAP Policy applies to all forms of and mediums for advertising MAP Products, including without limitation, group e-mails, websites including Amazon and E-Bay, print, television, radio, internet, flyers, posters, catalogs, mailers, and magazines.

Website features such as "Click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes "advertising" under this MAP Policy.

However, notwithstanding the foregoing, it shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "email for price" or to use similar language so long as no price, less than the MAP price, is listed. Additionally, this MAP Policy does not apply to on-premise or in-store advertising that is not distributed to customers, and this policy also does not apply to the actual sales price on any "checkout" page.

"Bundling" or the inclusion of free or discounted products, (whether made by White's or another manufacturer), with a White's MAP Product, shall be a violation of White's MAP Policy unless it complies with the "Bundling Requirements" set forth hereunder.

It shall be a violation of this MAP Policy to include in any advertising for White's products any additional discount, coupon, gift card, or incentive that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price below MAP price.



In addition to the foregoing, this MAP Policy shall apply to any activity (including but not limited to strikethroughs of MAP prices) which White's determines, in White's sole discretion, is designed or intended to circumvent the intent of this MAP Policy.

Although resellers remain free to establish their own resale prices, White's reserves the right to cancel all orders and indefinitely refuse to accept any new orders following verification that such reseller has advertised outside any of the above policies.

White's reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP Policy. The MAP Policy will be enforced by White's in its sole discretion.

White's recognizes that any reseller can make its own decisions to advertise and sell products at any price it chooses without consulting or advising White's. Similarly, White's has the right to make its own independent decision regarding product allocations and reseller participation at any time, without prior notice.

White's will maintain an updated "MAP Products" list of those products that fall under this MAP Policy, reserving the right to update or modify this list at any time, without notice.

All MAP Products listed will have a Manufacturer's Suggested Retail Price (**MSRP**) and a Minimum Advertised Price (**MAP or MAP price**). Listing a price lower than the MAP price will be viewed as a violation of this MAP Policy.

From time to time, White's may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, White's reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Where White's products are bundled with or sold as part of a package that includes other products (whether or not manufactured by White's), the following conditions ("**Bundling Requirements**") shall apply:

- MSRP value of bundled items advertised at no additional cost shall not exceed 10% of the unit MSRP. (See attachment A.)
- Bundles shall not include items supplied by White's as part of the product (IE: batteries, chargers, and instructional materials).
- At times, White's may offer additional items for a set period of time to be temporarily priced.



For questions regarding this MAP Policy, contact Steve Howard at [showard@whiteselectronics.com](mailto:showard@whiteselectronics.com). Other White's representatives are NOT permitted to discuss this Policy or make any agreements or assurances regarding reseller advertising or pricing. Violations of MAP policy should be reported to [sales@whiteselectronics.com](mailto:sales@whiteselectronics.com).

Products not listed on the "MAP Pricing", including accessories, shall have a MAP price of 92% of MSRP (Manufacturer's Suggested Retail Price).

This MAP Policy is not intended to define all of the specific rights of resellers as granted by local, state and federal law.

MAP PRICING 2018\*

PART NUMBER	ITEM	MAP	MSRP
800-0348	XVENTURE	\$119.00	\$129.95
800-0348-BDL	XVENTURE W/BDL	\$139.00	\$149.95
800-0325	COINMASTER	\$199.00	\$249.95
800-0345	TREASUREMASTER	\$279.00	\$299.95
800-0346	TREASUREPRO	\$369.00	\$399.95
800-0317	M6	\$549.00	\$599.95
800-0350	MX7	\$549.00	\$599.95
800-0347	MXSPORT	\$749.00	\$799.95
800-0294	GMT	\$729.00	\$799.95
800-0320	TM 808	\$729.00	\$799.95
800-0323	SURF DF	\$823.00	\$899.95
800-0326	MXT ALL PRO	\$823.00	\$899.95
800-0332-12	TDI SL	\$1189.00	\$1,299.95
800-0331	VX3	\$1099.00	\$1,199.95
800-0329	V3i	\$1,349.00	\$1,499.95
800-0329-HP	V3i HP	\$1,555.00	\$1,799.95
800-0289	PCL 600	\$450.00	\$499.95
800-0343	TRX	\$149.00	\$159.95

ACCESSORY & PROMOTIONAL MAP PRICING\*

PART NUMBER	ITEM	MAP	PROMO MAP if bundled	MSRP
401-0126-1	TreasureTone Headphones	\$39.95	\$19.95	\$49.95
401-2020-1	StarLite Headphone	\$19.95	\$14.95	\$24.95
812-0002	Bullseye II	\$59.95	\$39.95	\$69.95
601-1205-2	Padded CarryAll Bag	\$39.95	\$29.95	\$49.95
601-1264	Signature Utility Pouch	\$24.95	\$19.95	\$29.95
601-1145-1	Blue-Handled Trowel	\$9.95	\$7.95	\$12.95
601-1254	Deluxe Black Backpack	\$39.95	\$29.95	\$49.95

*\*All accessories not listed specifically have a MAP price of 92% of MSRP.*

## BUNDLING POLICY

Bundled free goods cannot exceed 10% of the MSRP of the metal detector.

### MAP BUNDLE PRICING LIMITS

DETECTOR MSRP <i>(rounded to nearest \$)</i>	10% BUNDLE ALLOWANCE
\$250	\$25
\$300	\$30
\$400	\$40
\$500	\$50
\$600	\$60
\$700	\$70
\$800	\$80
\$900	\$90
\$1000	\$100
\$1200	\$120
\$1300	\$130
\$1500	\$150
\$1800	\$180

Additional value of the item(s) must be added to the advertised price.

Example:

TreasurePro Bundled with ProStar headphone

Detector MAP = \$369

ProStar headphone MAP = \$69.95

Bundle Allowance = \$40

Bundle Minimum Advertised Price = \$398.95