



Transamerican Manufacturing Group

Minimum Advertised Price Policy Acknowledgment

Transamerican Manufacturing Group (“TMG”) recognizes that our success is tied to the success of our network of select Authorized Resellers. We also know that many of our Authorized Resellers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so by, among other things, discouraging price-based advertising that would be detrimental to our Authorized Resellers’ efforts. Accordingly, we have unilaterally established this Minimum Advertised Price (“MAP”) Policy.

Policy Statement

- TMG, in its sole discretion, reserves the right to discontinue doing business with any Authorized Reseller that advertises products covered by this MAP Policy at a price lower than the MAP price.
- The TMG products subject to this MAP Policy (“TMG MAP Products”), as well as their corresponding current MAP prices, can be found on our MAP Product Price List (available at map@tmgroupusa.com).

Advertised Price

- Although Authorized Resellers remain free to establish their own advertised and resale prices, TMG will, without assuming any liability, impose sanctions against Authorized Resellers who advertise any TMG MAP Product below its MAP Policy Price.
- Authorized Resellers are not required to advertise a price with TMG MAP Products at all—however, any Authorized Reseller who advertises TMG MAP Products at prices below the applicable MAP will be in violation of this MAP Policy.

Advertising Guidelines

- This MAP Policy will apply to all Authorized Resellers’ Advertisements (including all online web pages displayed before the product has been added to the customer’s shopping cart/final purchasing stage).
- This MAP Policy does not apply to solely on-premise or in-store advertisements that are not distributed to customers.
- “Advertisements” is defined as any and all advertisements of TMG MAP Products in all media including, but not limited to, inserts, newspapers, magazines, catalogs, billboards, television, radio, e-mail, internet websites or other e-commerce, flyers, posters, coupons, brochures, any use of hypertext transfer protocol or internal links to a web based shopping cart and any other electronic media.
- Website features like “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 Authorized Reseller (rather than by the customer) and thereby constitute “Advertisements” under this MAP policy.

- Authorized Resellers may not bundle any TMG MAP Product, unless the total advertised price of the bundled products is equal to or greater than the sum total of the individual MAP price for each product in the bundle.
- An Authorized Reseller may not advertise that it does not charge sales tax on TMG MAP Products.
- This MAP Policy applies to any activity which TMG determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy.
- Note: Free or reduced-priced shipping is not considered a violation of the MAP Policy.

Policy Enforcement

- All matters of interpretation and application of the terms of this Policy and all matters concerning enforcement of this Policy shall remain within the sole and unilateral authority and discretion of TMG. In enforcing this Policy, we will at all times act unilaterally, and will not solicit, consider or agree to any recommendation, request, or demand of any other person. Any questions regarding the MAP Policy should be directed to the MAP Policy Administrator at (map@tmgroupusa.com).
- We monitor the advertised prices of Authorized Resellers either directly or via the use of third-party agencies or tools. We have enlisted the help of Brand Protection Agency (www.brandprotectionagency.com) in monitoring our products. Authorized Resellers are expected to provide reasonable cooperation in any investigations regarding possible MAP Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a TMG MAP policy investigation is a violation of this MAP Policy.

Requirements for Resellers

To become an active TMG Authorized Reseller, please fulfill the following:

- Authorized Reseller Registration Form must be completed, signed, and e-mailed directly to the MAP Policy agent at Transamerican Manufacturing Group (map@tmgroupusa.com) or faxed to (310) 667-9167.

Transamerican Manufacturing Group reserves the right to withdraw or change this Policy at any time and without notice.

By executing this MAP Policy Acknowledgment where indicated below, Reseller hereby acknowledges that it has read this MAP Policy Acknowledgment, that it understands the obligations and requirements set forth in it, and that it agrees to abide by such obligations and requirements.

Name: _____

Title: _____

Date: _____

Signature: _____