

Minimum Advertised Pricing (MAP) Policy

DDMWorks is working hard to ensure that all ("Dealers") provide end consumers of DDMWorks products with the kind of advise, service, knowledge, and support necessary to maintain the high level of customer satisfaction developed over the years. DDMWorks has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that DDMWorks products have achieved. Therefore, DDMWorks is establishing a Minimum Advertised Price ("MAP") policy.

Objectives:

1. To ensure that our dealer-product relationships are consistent and value based.
2. To maintain the proper positioning of DDMWorks products in the marketplace.

The MAP Policy:

Dealers may advertise DDMWorks products at or above the minimum advertised price. The MAP is equal to the MSRP displayed in our website and line card. For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, and dealer internet sites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising that does not mention the MAP or higher price violates the MAP Policy. Any price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for DDMWorks products at less than the MAP will constitute a violation of the MAP Policy. A dealer who advertises bundles of products, which include DDMWorks products, must advertise the price or value of the DDMWorks products at or above the MAP. For example, the advertised bundle should say "includes DDMWorks product, which has a suggested retail price of \$XX.00 (or higher)". **It is (DDMWorks)'s unilateral policy to cease supplying products to any dealer who offers any DDMWorks product on an internet auction site!**

The MAP Policy applies only to the dealer's advertised prices, not **selling** prices. Dealers are free to sell DDMWorks Products at whatever price they choose. The MAP Policy 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 Reseller's retail location or over the telephone. Dealers/Resellers remain free to sell* products at any prices they elect. Price cut sales or group buys can extend no longer than a period of 2 weeks to prevent "forever sales".

DDMWorks, will monitor compliance with this policy. DDMWorks may, at its own discretion, stop supplying product to any dealer found to be in violation of the MAP Policy. If a dealer has any questions about whether a planned advertisement complies with this policy please contact DDMWorks at info@ddmworks.com or 864-907-6004 for guidance.

Thank you again, we appreciate your business!

Dealer initials _____ Date _____

*Hints: use "Price to low to Advertise" when doing group buys or sales. Coupon codes and other online checkout applications can be used to reflect sales price upon checkout for online stores.