



Sightron Minimum Advertised Pricing (MAP) Policy

Sightron's products reflect the company's commitment to sportsmen – our products are designed, tested, and retested by sportsmen for sportsmen. To support the promotion of Sightron's unique features by retailers, Sightron has adopted this Minimum Advertised Pricing (MAP) policy. This MAP policy is intended to discourage advertising practices that promote Sightron products purely on the basis of price, which can be detrimental to customer service efforts and the Sightron brand overall.

Policy Terms & Conditions

1. This MAP policy is effective beginning January 1, 2019.
2. Sightron will maintain and deliver to resellers an updated list of "Sightron MAP Products" listing those products that fall within this policy and the minimum advertised pricing applicable to each product. Sightron reserves the right to update or modify this list at any time. The most current MAP policy and product listing will be applicable upon delivery to the reseller.
3. No reseller (i.e. dealer, retailer, or online reseller) may advertise Sightron MAP Products below current minimum advertised prices. "Advertising" under this policy means a public statement promoting a Sightron MAP Product for sale, whether in a store, on the internet, social media, discussion board, blog, or auction site; a catalog, newspaper, or other printed media; by radio or television; a fax; a text message; a retail point-of-sale display; or any other public forum.

Website features such as "click for price" buttons, automated "bounce-back" pricing emails, and other pre-formatted email responses or forms that display prices prior to products being placed in a customer's shopping cart are considered to be "advertising" and constitute a violation of this policy.

A reseller may not include in any advertising for Sightron products additional discounts, coupons, gift cards, or incentives that effectively act as an immediate reduction in advertised price of the product below the MAP policy.

4. If a reseller with multiple store locations or related companies violates this MAP policy at any particular store location or through a related company, it will be deemed a violation by all of the reseller's store locations or related companies.
5. Any activity that Sightron determines, in its sole discretion, to be intended or designed to circumvent the intent of this MAP policy will be deemed a violation.

6. It is not a violation of this MAP policy to:
 - a. Promote free shipping or installation, and offers of no sales tax, provided the base advertised price of the product remains at or above the MAP.
 - b. Advertise *generally* that the reseller has the “lowest prices,” or “up to 10% off,” or use similar phrases, provided the reseller does not include an advertised price below MAP;
 - c. Use language such as “call/email for price” or similar phrases in advertising, so long as no prices are listed; or
 - d. Advertise any rebate offered by Sightron, provided that (1) the advertisement contains a MAP-compliant price, the rebate amount, and the net price after the rebate all in the same font size and style; (2) an asterisk is placed next to the net price after manufacturer’s rebate; and (3) the words “*After manufacturer’s rebate” appear in the same area of the advertisement as the advertised product.
7. This policy does not set a minimum sales price, and resellers must set all sales prices based on their individual determinations.
8. This policy is issued based on Sightron’s unilateral decision and does not constitute an agreement or part of an agreement with any reseller.
9. No reseller may discuss this MAP policy with third parties, other resellers, manufacturers, or with Sightron. No Sightron sales, marketing, or customer service personnel has authority to modify or grant exceptions to this MAP policy. All questions about this policy and its enforcement must be directed in writing to the address listed below.

Consequences for Violation of MAP Policy

Sightron will enforce this MAP policy in its sole discretion and may impose penalties up to and including termination of the reseller’s ability to purchase and sell Sightron products.

All questions about this MAP policy should be in writing and directed via U.S. Mail to:

MAP Policy Administrator
 Sightron, Inc.
 100 Jeffrey Way
 Suite A
 Youngsville, NC. 27596

By signing this policy, or offering Sightron products for sale, the Dealer agrees to comply with these terms.

 Dealer Business Name and dba Name

 Authorized Signature

 Website Address

 Printed Name of President or Owner

 Date

 Business Address City, State, Zip Code