

Sellmark Corporation MAP Policy

MAP Policy:

MAP (Minimum Advertised Price) is in place to ensure price integrity of our products in the market. MAP will be enforced if product is listed below \$0.97 of Sellmark's posted MAP.

MAP is enforced for Sellmark brands including: Sightmark, Pulsar, 12 Survivors and Southern Crossbow. Sellmark Corporation reserves the right to suspend or adjust a MAP policy for any product at any time.

MAP ENFORCEMENT POLICY:

This policy applies to our direct customers and to our distributors' customers.

Special marketing campaigns or promotional activities below MAP pricing may be granted but for a short duration. These must include a direct marketing component and be approved in writing by Sellmark Corporation. (Contact your representative for details)

1. An official company email will be sent to the offending party alerting them that they are non-compliant with our MAP policy. The email will include a list of offending SKUs. The customer has 24 hours to respond, and comply with our MAP.
2. If no correspondence is received about the violation after 48 hours all orders will be held until customer acknowledges the violation.
3. If the customer has not responded and/or complied with the MAP policy after 10 business days from original notice, Sellmark will stop all shipments of the offending item until the customer becomes compliant.

Sellmark Corporation may cease shipments for items that violate MAP policies. Dealers who continually fail to follow the policy may lose Authorized Dealer status, and be banned from selling Sellmark Corporation's brands.