



AUTHORIZED RESELLER POLICY

1. POLICY OBJECTIVES

SPYPOINT is very proud to be considered as a leader in the cellular trail camera market and is very committed to monitoring retail advertised pricing and its distribution strategy to help maintain profitability wherever we do business. This policy is unilaterally adopted, will be carefully monitored and universally enforced. SPYPOINT may modify the Reseller Policy from time to time without notice.

2. GENERAL GUIDELINES

The products covered by this policy are listed in the Annex I – Product List. The distribution guidelines are listed in the Addendum A. SPYPOINT may, in its sole discretion, modify this list periodically without notice. SPYPOINT reserves the right to suspend the Reseller Policy from time to time.

SPYPOINT recognizes that resellers are free to make their own decisions to sell any SPYPOINT product at any price they choose and to whomever they deem appropriate, without consulting or advising SPYPOINT. Similarly, SPYPOINT will exercise its right to make its own decisions regarding the SPYPOINT Authorized Reseller Policy and may take any other actions deemed effective to help maintain its leadership in the cellular trail camera market.

The final selling prices are unaffected by the Reseller Policy and remain in the complete control of the reseller. The focus of the Reseller Policy is solely on the advertised prices and the distribution channels.

3. ADVERTISING GUIDLINES

This Reseller Policy applies to all advertisements of any products listed in the Annex I, in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage, as well as in internet sites, social media sites, applications or any other electronic media.

Website features such as “click for price,” automated “bounce-back” pricing e-mails, preformatted 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 thereby constitute “advertising” under this Reseller Policy.

This Reseller Policy also applies to any activity which SPYPOINT determines, in its sole discretion, is designed or intended to circumvent the intent of this Policy. It shall not be a violation of this Policy to advertise in general that the reseller has the lowest prices, will match or beat its competitors’ prices or to use other similar phrases, so long as the reseller does not include any advertised price below the suggested prices in the Annex I.

It shall not be a violation of this Reseller Policy to advertise that a customer may “call for price” or “email for price” or to use similar language, specifically with respect to SPYPOINT products, so long as no price is listed. This Reseller Policy does not apply to premise or in-store advertising that is not distributed to customers.

Any and all official sanctioned SPYPOINT promotional calendar programs are unaffected by the Reseller Policy.

4. POLICY ENFORCEMENT

In the event that a reseller is in breach towards this Reseller Policy, SPYPOINT will submit a first offence notice reminding the reseller of the Reseller Policy and its advantages.

If a reseller is subject to a second violation of this Reseller Policy, SPYPOINT will submit a second offence notice and may, at its sole discretion, request a meeting to discuss its brand and market strategy to align the reseller with the Reseller Policy.

If a reseller is subject to a third violation of this Reseller Policy, SPYPOINT will reserve the right, without limitation, to review the prices of the reseller, adjust the product offering of the reseller, and/or take any action deemed reasonable to maintain its leadership in the cellular trail camera market.

SPYPOINT’s Policy Administrator is solely responsible for determining whether an infraction of this Reseller Policy has occurred, as well as determining appropriate redress. Waivers to this Reseller Policy may be granted in SPYPOINT’s discretion by the Policy Administrator in writing. SPYPOINT Sales Representatives, Marketing, or other personnel are not authorized to modify or grant exceptions to this Policy.

Reseller may submit requests to the Policy Administrator to investigate on believe-to-be Reseller Policy violations. The Policy Administrator will solely be responsible for determining if the investigation must be pursued and of the appropriate redress.

SPYPOINT acknowledges the right of any reseller to independently decide whether to follow this Reseller Policy or not. SPYPOINT will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any reseller. In addition, SPYPOINT does not ask for, nor will it accept, any assurance of compliance with this Policy. Nothing in this Policy shall constitute an agreement between SPYPOINT and any reseller that the reseller will comply with this Reseller Policy.

All questions regarding the interpretation of this Reseller Policy must be directed to SPYPOINT’s Policy Administrator by email at brandprotection@spypoint.com

2021 MSRP/MAP Pricing \$ US

* Available April 2021					
Product #	Color	UPC	Master pack	MSRP	MAP
SPYPOINT TRAIL CAMERAS					
FORCE-20	Brown	887157019044	12	\$ 129.99	\$ 99.99
FORCE-PRO	Camo	887157020606	12	\$ 179.99	\$ 159.99
SOLAR-DARK	Camo	887157019129	12	\$ 229.99	\$ 199.99
CELLULAR SERIES					
CELL-LINK	Grey	887157020101	12	\$ 69.99	\$ 59.99
CELL-LINK-V	Grey	887157020156	12	\$ 69.99	\$ 59.99
LINK-MICRO-LTE	Camo	887157020026	12	\$ 139.99	\$ 119.99
LINK-MICRO-LTE-V	Camo	887157020033	12	\$ 139.99	\$ 119.99
LINK-MICRO-LTE-TWIN	Grey	887157020620	12	\$ 199.99	\$ 179.99
LINK-MICRO-LTE-V-TWIN	Grey	887157020613	12	\$ 199.99	\$ 179.99
LINK-MICRO-S-LTE	Camo	887157020040	12	\$ 189.99	\$ 169.99
LINK-MICRO-S-LTE-V	Camo	887157020064	12	\$ 189.99	\$ 169.99
LINK-S-DARK	Camo	887157020088	12	\$ 319.99	\$ 299.99
LINK-S-DARK-V	Camo	887157020071	12	\$ 319.99	\$ 299.99
CA-01	Black	887157018030	12	\$ 69.99	\$ 59.99
POWER					
CB-12FT	Black	887157110048	6	\$ 19.99	\$ 17.99
KIT-12V	Black	887157118495	4	\$ 49.99	\$ 39.99
LIT-C-8	Black	887157122331	6	\$ 69.99	\$ 59.99
LIT-09	Black	887157122348	6	\$ 54.99	\$ 44.99
LIT-10	Black	887157020118	6	\$ 59.99	\$ 49.99
SP-12V	Black	887157118457	6	\$ 54.99	\$ 44.99
INSTALLATION AND SECURITY					
MA-360-C	Camo	887157301163	6	\$ 24.99	\$ 19.99
SB-200	Camo	887157017064	12	\$ 49.99	\$ 39.99
SB-300S	Camo	887157020149	12	\$ 49.99	\$ 39.99
SB-400	Camo	887157019099	12	\$ 49.99	\$ 39.99
CLM-6FT	Black	887157019105	6	\$ 29.99	\$ 24.99
SD & MICRO-SD MEMORY CARDS					
SD-16GB	Blue	887157015169	10	\$ 14.99	\$ 12.99
MICRO-SD-16GB	Orange	887157019136	10	\$ 12.99	\$ 9.99



ADDENDUM "A"
DISTRIBUTION CHANNEL POLICY

Reseller transparency

SPYPOINT may contact the reseller to inquire on its reselling distribution and the reseller shall be transparent in disclosing any information required by SPYPOINT to enforce the policy.

Retail Dealers

Where appropriate, the reseller shall sell SPYPOINT products only to retail dealers that have an established business location, resale and/or tax certificate, regular business hours and in compliance with all applicable business laws. SPYPOINT does not encourage distribution via informal locations where the consumer service level may be reduced.

Internet Only Dealers

Where appropriate, the reseller shall sell SPYPOINT products only to internet dealers that have a warehouse, are in compliance all applicable business laws and carry SPYPOINT inventory. Reseller agrees to be transparent in its sales, fulfillment and distribution agreements with these customers. Reseller shall not fulfill orders directly to consumer as an entity of its own business or as an alias of its own business.

The reseller shall not sell, or allow third parties to sell, SPYPOINT products on websites such as, but not limited to, Amazon, eBay, Walmart Marketplace, and/or any other auction and bidding website, except with the written authorization from SPYPOINT.

The reseller shall not use any third-party warehousing, order fulfillment service or dropship service to pick, pack and ship online orders to the consumer on the reseller's behalf.

Certification

SPYPOINT strictly prohibits all orders, directly or indirectly, through an intermediate or third party of any SPYPOINT products to Military or Government Agencies.

SPYPOINT strictly prohibits the export of its products and does not warrant any certification of its products and/or other compliance requirements under the laws of that other state or country.

Enforcement

In all event, SPYPOINT reserves the right to take any action deemed reasonable to ensure its products are found only through the appropriate channels and in compliance with the guidelines as stated.