



### NOBLE OUTFITTERS MAP POLICY

Minimum Advertised Price ("MAP") policy is as follows:

- a. Noble Outfitters will maintain an updated "MAP Pricing" list of those products subject to this MAP Policy. Noble Outfitters reserves the right to update or modify this list at any time and resellers will get advance notice on any price changes.
- b. This MAP policy applies to all advertisement of products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, internet or similar electronic media including websites, forums, marketplaces, email newsletters, email solicitations, television, radio, and public and store signage.
- c. Violations of this MAP policy include, but are not limited to:
  - i. Listing a price lower than the MAP price in any advertising
  - ii. General store-wide discounts offered by reseller without excluding Noble Outfitters products in the advertisement
  - iii. Selling or advertising a bundle (or package) of Noble Outfitters products that include other products (whether or not manufactured by Noble Outfitters) at a price that: (a) is lower than the total MAP of the Noble Outfitters product or (b) violates the letter or spirit of the MAP policy
  - iv. Advertising for Noble Outfitters products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any product below MAP.
- d. It shall not be a violation of this MAP policy as follows:
  - i. To advertise in general that the reseller has "the lowest prices" or will match or beat its competitors' prices
  - ii. To advertise that a customer may "call for price" or "email for price", or to use similar language, specifically with respect to Noble Outfitters Products, so long as no price is listed.
- e. From time to time, Noble Outfitters may permit resellers to advertise products at prices lower than the MAP price. In such events, Noble Outfitters reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.
- f. If a reseller with multiple store locations violates this MAP policy at any particular store location, then Noble Outfitters will consider this to be a violation by all of the reseller's locations.
- g. Violators of the MAP policy will be notified per the process below, and subject to suspension of new orders until violation is reconciled and may be subject to possible termination.

#### MAP Violation Communication Process

Warning #1 – Day 1 – Email from corporate office announcing violation and explaining next steps

Warning #2 – Day 1 – Phone call from sales manager with info on specific products and pricing

Warning #3 – Day 3 – Follow up email from corporate office

Warning #4 – Day 3 – Follow up call from sales manager

Warning #5 – Day 5 – Certified letter sent and account placed on ship hold