



GCI Outdoor

MINIMUM ADVERTISED PRICE POLICY

Effective Date: April 1, 2013

GCI OUTDOOR CUSTOMER PROFIT ADVANTAGE:

GCI Outdoor produces and sells high quality camping gear – a category to include canoe seats and stools – to the Specialty Outdoor industry. It is the goal of GCI Outdoor to lead our category in obtainable net profit for our customers (Customer Profit Advantage) by providing the most innovative, quality outdoor products at the fairest wholesale prices. GCI Outdoor believes that any media advertising of our products below GCI Outdoor' minimum advertised price as listed on the current year Dealer/Trade Price List is not consistent with this goal.

GCI Outdoor believes that discount pricing through media advertising will potentially degrade the image of both GCI Outdoor and its specialty dealers. Consistent with this philosophy, GCI Outdoor has unilaterally adopted a "Minimum Advertised Price" (MAP) policy as follows:

TERMS AND CONDITIONS:

1. GCI Outdoor understands the competitive and seasonal nature of the specialty outdoor industry. As such, GCI Outdoor has adopted the following (two-tier) pricing structure:
 - A. Retail Price: Recommended standard pricing for maximum profit advantage; and
 - B. Minimum Advertised Price (MAP): Recommended only for infrequent, short-term promotions (such as a scheduled sale) necessary for reasonable business purposes.
2. "Advertising" as used in this policy refers to advertising via the internet, television, radio, newspapers, magazines, signs, catalogs, flyers, and other mass media. Internet advertising includes advertising on any page of any Internet site. It also includes signs visible outside the store, but does not include other in-store advertising. General advertising such as "entire department 25% off" or "20% off all product in store" is not consistent with this policy. As such, GCI Outdoor products shall be specifically excluded from such copy.
3. All GCI Outdoor products are covered by this MAP policy.
4. This policy in no way affects the price retailers may charge for GCI Outdoor brand products. It is directed solely to the prices which retailers advertise these products. Retailers, of course, remain free to sell GCI Outdoor products at whatever prices they choose.
5. This is a unilateral policy of GCI Outdoor and shall not be construed as a contract or agreement with any retailer. GCI Outdoor reserves the right to choose the retailers with whom it does business, and the right to accept or reject any order in whole or in part. GCI Outdoor also reserves the right to modify this policy or to terminate this policy at any time.

Any questions regarding this policy should be in writing and directed to M. Jeffrey Polke, Co-President, 66 Killingworth Road, Higganum, CT 06441