

## **WOW Sports 2024 Unilateral Minimum Advertised Price (“MAP”) Policy**

**Enforced January 1<sup>st</sup>,2024– August 31, 2024**

In an effort to protect the long-term interest of not only the WOW brand, but also all of our dealers, distributors, and retailers, WOW Sports has adopted a unilateral minimum advertised price policy (“MAP Policy”).

This Policy will help to enhance and preserve WOW’s high quality distribution network, its brand reputation, and its customer service, which in turn supports our ability to innovate and to produce the highest quality products.

At WOW, we know the value that a quality reseller network brings to our customers. Therefore, WOW believes it to be important to maintain a well-regulated and fair marketplace for all of its authorized resellers.

### **Policy Statement**

WOW Sports, in its sole discretion, reserves the right to restrict or discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the price stated as the minimum advertised price.

### **General Guidelines**

- 1.** The products covered by this policy are shown on the list attached. Please note that WOW may in its sole discretion modify this list from time to time.
- 2.** This MAP Policy applies to all U.S. and Canada authorized resellers, distributors, dealers and retailers of WOW products including but not limited to retail stores, catalogs, mail order, and Internet sites (“Resellers”).
- 3.** WOW recognizes that Resellers are free to make their own decisions without consulting or advising WOW. Similarly, WOW will exercise its right to make its own decisions regarding various WOW-instituted programs such as supplemental marketing materials, point-of-purchase displays, product allocation, new product availability, or future promotional, joint marketing, or sponsorship programs.
- 4.** The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone.
- 5.** WOW reserves the right to modify or change the Covered Products, the Minimum Advertised Price(s), and any other provisions of this MAP Policy at any time, without prior notice, such changes and modifications to be effective upon the date such changes are first published by WOW. Upon withdrawal of any MAP product from the MAP Policy (as set forth on any such updated list), the MAP Policy shall no longer apply with respect to such product.

## **Advertising Guidelines**

1. The MAP Policy applies to all advertisements of MAP Products 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 Internet sites, social media sites, apps, or any other electronic media.
2. The MAP Policy does not apply to solely on premise or in-store advertising that is not distributed to customers.
3. Website features such as “click for price”, automated “bounce-back” pricing e-mails, pre-formatted e-mail responses, forms, and 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 MAP Policy.
4. This MAP Policy also applies to any activity which WOW determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy.
5. From time to time, WOW may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, WOW reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

## **Policy Enforcement**

1. **THIS POLICY DOES NOT AFFECT THE PRICE YOU MAY CHARGE YOUR CUSTOMERS. YOU HAVE COMPLETE DISCRETION TO CHARGE WHATEVER PRICE YOU DEEM DESIRABLE TO YOUR CUSTOMERS.**
2. This is a unilateral WOW policy and we do not seek your agreement, any assurance of compliance, or your consent, nor will we accept it. This is not an agreement between WOW and you.
3. The MAP Policy will be enforced by WOW in its sole discretion and without notice. Violations of this policy may result in any of the below sanctions up to and including termination of our business relationship, as well as any available remedies at law. No WOW employee or representative other than its MAP Policy Administrator will discuss any aspect of this MAP Policy or violations with you. You may contact the Administrator in writing at [violations@wowwatersports.com](mailto:violations@wowwatersports.com).
4. **SUSPENSION OF MAP POLICY ENFORCEMENT:** Due to the seasonal nature of WOW’s products, this MAP policy will NOT be enforced from September 1st to December 31st, of the applicable year.

## **Enforcement Procedures**

1. Although the below is an outline of WOW’s standard enforcement procedures, the MAP Policy will be enforced by WOW in its sole discretion.
2. Distributors are expected to support the enforcement of WOW’s MAP policy. This includes abiding by WOW’s Stop-Ship requests. Distributor’s failure to abide by WOW’s stop-ship requests may result in the

withholding of any COOP allowances as well as, and up to, complete termination of their distribution rights.

3. If a Reseller violates this policy WOW will take action unilaterally, in its sole discretion, as follows:

a. For a first offense, WOW will contact the violator and notify them of the violation as well as send them a copy of the MAP Policy. The violation must be corrected within 72 hours of notification.

b. For a second offense, or if a first-time violation is not corrected, the violator will be put on the “DoNot Ship” list for the product(s) in violation for a period of 30 days.

c. For a third offense, the violator will be kept on the “Do Not Ship” List for the product(s) in violation for a period of 90 days.

d. Continued violation may lead to termination of the violator as an authorized reseller of all WOW products.

## WOW 2024 MAP POLICY PRICING

**ENFORCEMENT DATES: JANUARY 1, 2024 - AUGUST 31, 2024**

ITEM #	DESCRIPTION	UPC/EAN	MAP PRICE	MSRP
11-2030	First Class Lounge	04897034340198	129.99	139.99
12-1030	XO Extreme	04897034340624	549.99	599.99
12-2030	WOW Water Walkway - Blue	04897034340679	179.99	199.99
12-2040	WOW Water Walkway - Red	04897034343373	179.99	199.99
13-1010	Big Bazooka	04897034341027	299.99	329.99
13-1060	Dragon Boat	04897034341102	429.99	469.99
13-2060	Tube A Rama 10 Person	04897034341287	379.99	419.99
14-1060	Bingo 1-2 Person Cockpit Towable	04897034342024	329.99	359.99
14-1070	Bingo 3	04897034342048	429.99	469.99
14-1080	Bingo 4	04897034342062	549.99	599.99
14-2050	Salon Lounge 1 Person	04897034342147	79.99	89.99
14-2080	WOW Water Mat 6x6Ft	04897034342208	139.99	149.99
14-2090	Stadium Islander 12 Person	04897034342222	329.99	359.99
15-1020	1P Coupe Cockpit	04897034342635	119.99	129.99
15-1030	2P Coupe Cockpit	04897034342833	179.99	199.99
15-1110	UTO Starship Towable	04897034342710	649.99	699.99
15-1120	Ace Racing	04897034342765	79.99	89.99
15-1130	Big Boy Racing	04897034342772	179.99	219.99
15-3000	Tow Bobber	04897034342628	124.99	139.99
16-1010	Macho Combo 2	04897034342956	199.99	219.99
16-1030	Macho Combo 3	04897034342963	299.99	329.99
17-1050	Big Bubba HI-VIS 2P	04897034343120	299.99	329.99
17-1060	Super Bubba HI-VIS 3P	04897034343137	399.99	439.99
17-1070	Giant Bubba HI-VIS 4P	04897034343144	499.99	549.99

17-2040	Stadium Islander 6 Person Island	04897034343151	149.99	159.99
18-1000	Thriller	04897034343557	119.99	129.99
18-1010	Big Thriller	04897034343564	159.99	174.99
18-1020	Super Thriller	04897034343571	229.99	249.99
18-1030	Giant Thriller	04897034343588	289.99	319.99
18-1040	Go Bot 2P	04897034343595	359.99	389.99
18-1050	Go Bot 3P	04897034343601	449.99	499.99
18-1140	Big Ducky	04897034344042	399.99	439.99
19-1020	Summertime 2P	04897034344363	199.99	219.99
19-1030	Summertime 3P	04897034344370	249.99	269.99
19-1060	Mega Ducky	04897034344578	699.99	749.99
19-1070	Big AI Towable	04897034344387	429.99	469.99
19-1090	Steerable	04897034344592	179.99	199.99
19-1100	2Ber Towable Starter Kit With Tube, Rope & Pump	04897034344660	109.99	129.99
19-9000	WOW- SOUND BUOY SPEAKER - yellow	04897034344677	129.99	129.99
20-1010	Born To Ride 2 Person Towable Soft Top Deck Tube	04897034345179	199.99	219.99
20-1020	Unicorn 2 Person Towable	04897034345186	199.99	219.99
20-1030	Howler 2 Person Towable	04897034345193	229.99	249.99
20-1050	Howler 3 Person Towable	04897034345216	329.99	379.99
20-1060	Matrix 1-4 Person Towable	04897034345223	429.99	469.99
20-1090	Big Thriller Pro Series 2P	04897034345384	299.99	329.99
20-1095	Super Thriller Pro Series	04897034345254	379.99	419.99
20-3000	Tow Turbo Tow Bobber	04897034345551	79.99	89.99
21-1000	Champion 2P Towable	04897034346091	329.99	359.99
21-1010	Champion 3P Towable	04897034346107	429.99	469.99
21-1020	Joker 3P Towable	04897034346114	549.99	599.99
21-1040	Super Sofa 3P Towable	04897034346121	299.99	329.99
21-1050	Tow Boss	04897034346138	79.99	89.99
21-1080	3P Coupe Cockpit	04897034346541	299.99	329.99
21-2070	Pontoon Waterfall Slide	04897034346152	399.99	429.99
21-2110	CHILL RAFT 20X6' Blue/white/lime green	04897034346190	599.99	659.99
21-2120	CHILLRAFT 16x6 - Blue/black/yellow	04897034346206	499.99	549.99
21-2130	CHILLRAFT 9X6' Blue/white/teal	04897034346213	349.99	399.99
22-WIP-4077	Patriotic Water Wheel	04897034347425	149.99	164.99
22-WTO-3931	Pickup Truck	04897034348897	379.99	399.99
22-WTO-3965	Wipeout 3P standing towable	04897034347395	499.99	549.99
22-WTO-3966	Glider 2P Towable with Flex Seating	04897034347357	299.99	329.99
22-WTO-3967	Glider 3P Towable with Flex Seating	04897034347364	379.99	419.99

22-WTO-3969	SCI-FI 2P Cockpit Towable	04897034347371	299.99	329.99
22-WTO-3973	Submarine 3P Towable	04897034347388	349.99	384.99
22-WTO-3974	Javelin 3P Towable	04897034347401	159.99	169.99
22-WTO-3975	Power Steer 3P Steerable Deck Tube	04897034347548	199.99	219.99
22-WTO-3979	Beach Bubba 2P	04897034347333	349.99	379.99
22-WTO-3980	Beach Bubba 3P	04897034347340	449.99	489.99
22-WTO-3981	Big Buddy 2P Towable	04897034347661	199.99	219.99
22-WTO-3982	Born to Ride 3P Towable	04897034347326	249.99	274.99
22-WTO-3983	PARADISE 2P Soft Top Towable	04897034347319	199.99	219.99
22-WTO-3984	NOVA 2P Towable Deck Tube	04897034347296	99.99	109.99
22-WTO-3985	NOVA 3P Towable Deck Tube	04897034347302	149.99	169.99
22-WTO-3990-X	Prowler 1P Starter kit w/12 v pump and 1K tow rope	04897034347272	149.99	164.99
22-WTO-3991-X	Prowler 2P Starter kit w/12 v pump and 2K tow rope	04897034347289	179.99	199.99
22-WTO-4112	Power Steer 2P Steerable Deck Tube	04897034347555	149.99	164.99
22-WTO-4153	Lil' Skipper 1P Towable	04897034347265	69.99	74.99
23-WIL-4682	Vacation Station Dock 8'x5'x6"	04897034348439	499.99	549.99
23-WIL-4683	Vacation Station Dock 8'x8'x6"	04897034348699	799.99	879.99
23-WIL-4754	WATER WALKWAY Blue Chevron	04897034348453	179.99	199.99
23-WIL-4755	Palm Leaf Water Walkway	04897034348460	179.99	199.99
23-WIL-4759	Resort Island Couch	04897034348477	299.99	329.99
23-WIL-4962	Vacation Station Dock 10'x8'x6"	04897034348446	699.99	769.99
23-WRR-4649	RANGER 1 - RIVER TUBE	04897034348569	39.99	39.99
23-WRR-4650	RANGER 2 - RIVER TUBE	04897034348576	79.99	79.99

23-WTO-3976	Chariot - Two person towable	04897034348361	349.99	379.99
23-WTO-4644	LASER 3P towable	04897034348378	349.99	379.99
23-WTO-4763	SHAZAM 2	04897034348347	349.99	379.99
23-WTO-4770	Wake Walker Towable 2 RIDER	04897034348675	449.99	499.99
24-WTO-5626	Sub-zilla 3P towable	04897034349320	229.99	249.99
24-WTO-5627	Sub-zilla 2P Towable	04897034349337	159.99	179.99
SER-17-1050	Serialized Big Bubba Hi Vis	04897034343120	299.99	329.99
SER-18-1010	Serialized Big Thriller	04897034343564	159.99	174.99