

## RC4WD MAP Pricing Policy

At RC4WD, we would like to advise you of our Minimum Advertised Price (MAP) policy. We believe that the brand is best represented when all sales outlets help instill a sense of pride and loyalty before, during and after the sale. This (MAP) policy is enforced to help all sales outlets uphold and maintain the value of the RC4WD brand for the dealers and our customers.

RC4WD has required that our Minimum Advertised Price (MAP) policy be strictly followed on all our products for many years. We take our pricing policy very serious. To see our (MAP) prices for each product, please visit our website.

This policy applies to any and all retailers who advertise RC4WD products worldwide. This includes dealers, wholesalers, resellers and anyone that advertises RC4WD products through the use of websites, e-mails, newsletters, newspapers, articles, magazines and any other form of media.

The policy also applies to any 'add to cart for better price', 'call or email for better pricing', 'buy one, get one free' and package deals. The listing price of any package deals will need to have the value of all 'package' items be the same listing price as if the items were sold individually.

RC4WD Distributors and Dealers are prohibited to offer discounts through their own retail channels. Discounts include Memberships, Coupons or Combined Discounts. Any combination of these discounts that will result in the pricing to be lower than MAP, is strictly prohibited and a direct violation of our MAP Policy.

Please recognize that RC4WD enforces our (MAP) policy in accordance with maintaining healthy margins for our products and industry. RC4WD reserves the right to authorize sales and promotions at our own discretion.

It is not this policy's intent to restrict, coerce or force a dealer to charge a particular price for the RC4WD brand of products. This policy is not an agreement nor a contract. This policy is to inform in the manner that RC4WD chooses, in its sole discretion, to advertise our products.

The RC4WD (MAP) policy is a Minimum Advertised Price rule only. Retailers may sell the RC4WD product for a value greater than the (MAP) if they deem necessary.

The policy is in effect for the dealers selling the RC4WD brand. We know there are many channels to get the RC4WD brand, both direct and authorized distributors. This policy is in effect for any and all channels.

RC4WD takes our (MAP) guidelines very seriously. We will do everything in our power to work with you to get your information updated to the correct details. We enforce the right to be able to block product sales to any company found not following the MAP policy. We will suspend accounts found having multiple issues or those that will not follow the policy.

RC4WD reserves the right to choose those accounts with which it will do business and the right to accept or reject any purchase order from any account at any time.

Questions? Please let us know - We're happy to help!