



## **M.U.L.E. TACTICAL**

### **Minimum Advertised Pricing Policy/ Agreement**

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In order to protect our brand and the integrity of our products M.U.L.E. Tactical elects to implement a Minimum Advertised Price (MAP) on all its products.

The MAP pricing can be found in your current dealer pricing sheet. If you do not have one, it can be requested by emailing us at [sales@muletac.com](mailto:sales@muletac.com) and one will be provided to you.

MAP pricing is the practice whereby a manufacturer and its distributors agree that the distributors will sell the manufacturer's product at certain prices, at or above a price floor or at or below a price ceiling. If a reseller refuses to maintain prices, either openly or covertly, the manufacturer may stop doing business with it.

By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the M.U.L.E. Tactical brand and its products.

The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition.

Our MAP pricing policy is intended for consumers to purchase from resellers based on loyalty and customer care expectations. Therefore, if M.U.L.E. Tactical agrees to allow your company to sell our products, you will need to agree and abide by the following requirements and restrictions.

1. The MAP policy applies to all advertisements of M.U.L.E. Tactical products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email news letters, email solicitations, Internet or similar electronic media, television, radio, and public signage.
2. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. Any dealers found offering prices lower than the Minimum Advertised Price set forth in the current price list will have their account suspended for a period of 30 days. Subsequent offenses will be handled on a "step" basis that can ultimately result in the cancellation of their ability to carry M.U.L.E. Tactical products.

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*Dealer Signature*

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*Date*