

# Minimum Advertised Pricing Policy/Agreement

RMMC., LLC. DBA CRUISER CANDY BICYCLE ACCESSORIES (CCBA) actively supports the advertising and promotion of its products by its domestic dealers and sales representatives. Effective November 1, 2015, a NEW Minimum Advertised Price (MAP) on all Cruiser Candy products will be in effect. This policy applies only to U.S. and Canadian dealers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

The MAP policy shall work under the following guidelines:

1. The MAP for all Cruiser Candy products shall be established by RMMC., LLC. DBA CRUISER CANDY and may be adjusted by RMMC., LLC. DBA CRUISER CANDY at its sole discretion.
2. The MAP policy applies to all advertisements of CCBA 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. 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. The inclusion in advertising of free or discounted products (whether made by CCBA or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. CCBA dealers and sales representatives remain free to sell these products at any prices they choose.
6. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer CCBA products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
7. CCBA's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
8. Dealer agrees to hold all trademarks of RMMC., LLC. DBA CRUISER CANDY BICYCLE ACCESSORIES as the property of RMMC., LLC. DBA CRUISER CANDY BICYCLE ACCESSORIES and use advertising materials provided by RMMC., LLC. DBA CRUISER CANDY BICYCLE ACCESSORIES in an authorized manner only.
9. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. CCBA does not intend to do business with dealers or sales representatives who degrade the image of CCBA and its products. CCBA will not provide prior notice or issue warnings before taking any action under this policy.



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This MAP policy has been established by CCBA to help ensure the legacy of CCBA as a top producer of high quality, trend setting bicycle products and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into CCBA's product line for CCBA customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Sales representatives of CCBA products will supply a copy of the CCBA MAP policy to any new or existing reseller to be filled out, acknowledged and returned to CCBA This form shall be signed and returned to CCBA and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

Agreed to by:

Dealership name:

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Dealer Principal Name printed:

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Dealer Principal Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Dealer Address: \_\_\_\_\_

NP Customer Number: \_\_\_\_\_

Phone: \_\_\_\_\_

mail: \_\_\_\_\_

Website URL: \_\_\_\_\_

