

## Rascal Novelty Minimum Advertised Pricing Policy/Agreement (MAP)

Rascal Video LLC (Rascal) actively supports the advertising and promotion of its' products by its' resellers. Effective April 1, 2013, a new Minimum Advertised Price (MAP) on all Rascal products will be in effect. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products. 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:

- The MAP for all Rascal products shall be no more than **20%** less than the published Manufacturer's Suggested Retail Price (MSRP). Current MAP pricing can be found through your sales rep or online at [C1R.com/RascalB2B](http://C1R.com/RascalB2B).
- The MAP policy applies to all Rascal novelty prices advertised in newspapers, catalogs, direct mail pieces, faxes, radio, television, email promotions, or anywhere on the Internet. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
- 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).
- If you are reselling Rascal product to another reseller you are responsible for that reseller adhering to this MAP policy.
- 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.
- MAP does not establish maximum advertised prices. All resellers may offer Rascal products at any price in excess of the MAP.
- Intentional or repeated failure to abide by this policy will result in termination of Rascal product sales. Rascal does not intend to do business with resellers who degrade the image of Rascal and its products.

This MAP policy has been established by Rascal to help ensure customer recognition of Rascal as a top producer of high quality novelties and to protect the reputation of its name and products. The MAP policy is also designed to ensure retailers have the incentive to invest resources into services and promotions for Rascal products. 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 and fax back to 800-997-9073 or email to [sales@C1R.com](mailto:sales@C1R.com).

Reseller name: \_\_\_\_\_

Principal name printed: \_\_\_\_\_

Principal Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

Website URL (s): \_\_\_\_\_