

# (Products) Dame

## Dame Products (the “Company”) Minimum Advertised Price Policy

- For many years, the Company has recognized the value created by retailers that carry, promote, and support Company's branded products. The Company desires to protect the investment it has made in its brands and to promote advertising that focuses on, among other things, the high quality and superior performance of our products. In our opinion, advertising should convey the superior brand image associated with our company and our products, and should not erode that perception in any way.
- In that light, we have adopted a policy regarding certain advertised prices (the “Policy” ) that will help to promote advertising that supports the Company’s superior brand image. The Policy is applicable to Dame Products products being sold in a catalog or over the Internet. The suggested minimum advertised price will be based upon a discount of up to, but no more than, ten (10%) percent off the published manufacturer suggested retail price (“MSRP”), excluding handling and shipping fees, as indicated by the current pricing set forth by the Company. For special promotional offers, the Company may establish alternative suggested minimum advertised pricing for a limited period of time.
- This Policy may only be changed by the Company in writing. No employee or sales representative has any authority to modify this Policy, and any action of any person, which claims to modify this Policy or to solicit or obtain the agreement of any person to do it, is void and invalid.
- The Company reserves the right to modify the MSRP pricing at any time and will notify all Retailers of such changes.
- Non-compliance with this Policy may result in the termination of any agreement between Company and Retailer and may result in the

suspension or termination of further product shipment to the respective Retailer.

- This Policy is confidential and Dealers shall not disclose it or any of its terms to any other party.
- Distributor, distributor clients and subsidiaries are excluded from listing DAME Products goods on "flash-sale" or discounting sites including but not limited to Amazon, eBay, Groupon, Drugstore.com, FAB.com, Gilt, AliBaba without express written permission from Mating Components LLC dba DAME Products.

I, the undersigned, on behalf of the Retailer have read and agreed to the Company's Minimum Advertised Price Policy.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Company Name