



MINIMUM ADVERTISED PRICE (MAP) POLICY

Vapamore / Salmax has adopted this MAP policy on all products which shall apply to all distributors, dealers, and retailers, (collectively referred to as resellers) including catalogs and internet retailers who resell Vapamore / Salmax to end users located in the United States and Canada.

Vapamore / Salmax are adopting this MAP to preserve a strong reputation for providing customers with high value products and a strong after sales support. Vapamore / Salmax greatly values the efforts of all resellers to distribute Vapamore / Salmax products.

The MAP policy shall work under the following guidelines.

- 1) The MAP policy applies to all Vapamore / Salmax products. The MAP pricing is established by Vapamore / Salmax and may be adjusted by Vapamore / Salmax at its sole discretion.
- 2) The MAP policy applies to all advertisement of Vapamore / Salmax products in any and all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including web sites, email newsletters, email solicitations, 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. In store displays, point of sale signs, hangtags or bar codes or similar marks on products or product packaging which merely state the price are not considered "advertising" for the purpose of this MAP policy. In that regard, this MAP policy does not apply to the actual sale price on any "check out page" of any resellers web site or related internet sales site (typically the page the end user finally purchase the product). This MAP policy does apply to all other pages on the reseller's web site.
- 3) Bundling or including free or discounted Vapamore / Salmax product with the sale of any Vapamore / Salmax product would violate this MAP policy.
- 4) If pricing is displayed, any strike through or other alterations of the minimum advertised price is prohibited.
- 5) The MAP policy applies only to advertised price and does not apply to price at which the products are actually sold or offered for sale to an individual consumer within the reseller's retail location or over the telephone. Vapamore / Salmax resellers remain free to sell the Map products at any price they elect.
- 6) The MAP policy does not establish maximum advertised prices. All resellers may offer Vapamore / Salmax products at any price in excess of the MAP established for such products. Internet auctions may not display or have reserved bid or other acceptable prices below MAP price.
- 7) The 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 advertised price", "that customers should call for pricing" or phrases of similar import as long as the price advertised or listed for the product is not less the MAP price.
- 8) From time to time. Vapamore / Salmax may instigate promotions for products covered by this MAP policy. Vapamore / Salmax reserve the right to modify or suspend this MAP policy with respect to the affected products by notifying all resellers of such a change. Vapamore / Salmax further reserves the right to adjust the MAP policy with respect to all or certain products at its sole discretion upon 7 days advanced written notice to all resellers provided that such changes shall be equal to all resellers.
- 9) In case of violation of the MAP policy, resellers will be allowed 24 hours to bring advertising into compliance or Vapamore / Salmax will cease supplying products to the reseller. In cases of intentional and / or repeated failure to abide by this policy, Vapamore / Salmax will terminate all orders from Vapamore / Salmax to the reseller. Vapamore / Salmax will not provide prior notice or issue warning before taking action under this policy.
- 10) The MAP policy is solely Vapamore / Salmax decision and responsibility. No employee or sales representative of Vapamore / Salmax has the authority to discuss or 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 the policy's unauthorized and invalid. Any questions about this policy should be in writing and directed to Randy Marchetti Vapamore / Salmax, 7464 East Tierra Buena Ln. Suite 108, Scottsdale, AZ 85260, randy@vapamore.com. Any action taken by Vapamore / Salmax under this policy shall be without liability to Vapamore / Salmax.
- 11) Distributors of Vapamore / Salmax shall supply a copy of this MAP policy to any new or existing dealers, resellers to be filled out, acknowledge and returned to Vapamore / Salmax. This form shall be signed and returned to Vapamore / Salmax and in doing so will bind the reseller to abide by the MAP policy and reseller requirements spelled out in this policy.

VAPAMORE / SALMAX ADVERTISED PRICE LISTING

PRODUCTS

VAPAMORE MR 100 PRIMO

Manufactures suggested retail price (MSRP) \$299.00

Manufactures Advertised Price (MAP) \$299.00

VAPAMORE MR 50 STEAM VAC

Manufactures suggested retail price (MSRP) \$149.00

Manufactures Advertised Price (MAP) \$149.00

Please indicate your understanding of this policy and your willingness to abide by the terms and conditions by signing and listing the name of your company below.

Date _____

Company _____

Address _____

Authorized representative _____

Vapamore / Salmax
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Suite 108
Scottsdale, AZ 85260
TEL. 480-951-8900
FAX. 480-951-8902
www.vapamore.com

Return Form to:

**Buckeye Vacuum Cleaner Supply Co.
1870 South Cobb Industrial Blvd.
Smyrna, GA 30082**

**Fax: 404-351-7300
Toll Free: 888-241-3782**

salesdesk@buckeyevac.com