

**ASF Lightware Solutions**  
**Internet Minimum Advertised Price (MAP) Policy**  
**Revised 07/01/18**

**Overview**

The purpose of ASF Lightware Solutions' (ASF) Internet MAP program is:

1. To encourage a fair and competitive marketplace
2. To allow our customer base a fair profit on the sale of ASF products
3. To preserve and protect the brand equity and value of our products in the marketplace

The Internet MAP Policy is intended to discourage resellers from electronically promoting our products solely on the basis of price, which is detrimental to the brand, reputation, our competitive position in the marketplace, and our ability to increase availability of our products to consumers by adding additional resellers and wholesale distributors.

As a manufacturer, we reserve the right to review the practices of those who take our products to market. If the special offers and promotions are not consistent with the intent of this policy or, in our determination, are not in the best interests of ASF, we reserve the right to protect the integrity of our products and limit the use of our product names, trademarks, marketing materials, photos, etc.

ASF may in its unilateral discretion, not do business with any reseller, if that reseller intentionally electronically advertises any MAP Product below its MAP price. ASF is confident that this program will strengthen its competitiveness and benefit all of its resellers. ASF is not seeking agreement from any reseller to adhere to this MAP Policy. Violations of this MAP Policy will be determined by ASF in its sole discretion.

**MAP Policies**

1. Unless otherwise stated, MAP is equal to MSRP of any given product.
2. This MAP policy applies to all distributors and resellers that resell our products in the USA.
3. This MAP Policy applies only to reseller's electronically advertised prices, and does not apply to the prices at which ASF products are actually sold. It does not apply to advertised prices higher than the unilateral minimum advertised prices established by ASF. Resellers may advertise our products at or above the MAP.
4. This MAP policy is that resellers may not advertise or publish ASF's products electronically (on the internet or otherwise) for less than our established Minimum Advertised Price (MAP). Electronic advertising to which ASF's MAP policy applies includes but is not limited to: websites, shopping sites, banner ads, destination pages, third-party sites, sponsored ads, auction sites, electronic events/shows on the Internet, and marketplace site searches/feeds.
5. This MAP Policy does not apply to the actual sales price on any password protected "check-out page" of a Reseller's own website.
6. This MAP policy does not apply to any in-store advertising, in-booth advertising at physical consumer events/shows, in-store or in-booth displays, point of sale signs, hangtags, or bar codes or similar marks on product or product packaging. Bundling, quantity discounts, and offering of free product(s) as an incentive to purchase are currently permitted within this MAP Policy. However this is subject to change if conditions warrant to accomplish the goals of this policy.

7. By advertising or selling ASF products; reseller agrees to hold all IP, copyrights and trademarks of our products as the property of ASF and agrees to use advertising materials in an authorized manner.
8. **Online Sales**
  - a. Resellers who choose to sell ASF products via their online store must have a legitimate online store that resolves to their own top-level domain name and not a “sub-store” of another company’s online marketplaces such as Amazon.com.  
For example: “*store.[companyname].com*” or some variation is acceptable as long as it is not a domain that forwarded to another company’s marketplace.  
“*amazon.com/shops/[storename]*” or any variant that resolves to a top-level domain name that is not owned by the reseller is not acceptable and will be considered non-compliant.
  - b. Resellers must also ensure that shopping cart “bots” cannot crawl their online stores to find a lower price.
9. **Use of Intellectual Property (IP):**  
ASF allows resellers to use our IP to assist in the sale our products. Reseller’s use of our IP allows us to enforce the use of an MAP policy. Our IP includes:
  - a. Any pictures/images of our products that we supply
  - b. Any pictures/images that re-sellers take of our products
  - c. Any text descriptions of our products

The MAP Policy may be changed from time to time at ASF’s sole discretion.  
All MAP policy related questions should be directed to [marketing@readinglight.com](mailto:marketing@readinglight.com)

Appendix A – ASF Internet MAP Pricing

	<u>MSRP</u>	<u>MAP</u>
<u>Current models</u>		
BNR LED 6-3m	37.95	37.95
BNR LED 6-3F/Black	29.95	29.95
BNR LED 6-3F/Violet	29.95	29.95
BNR LED 3F	19.95	19.95
BNR USB/AC	14.95	14.95
 <u>Prior models</u>		
BNR LED 6-3	\$34.95	\$29.95
BNR LED 103M	31.95	29.95
BNR LED 3	19.95	19.95
BNR AC	14.95	13.45