



SUGATSUNE AMERICA, INC.

May 21<sup>st</sup>, 2015

Dear Valued Sugatsune Customer:

Sugatsune America has established a Minimum Advertised Price (MAP) Policy to enhance the purchasing experience of our end-user consumers. This MAP Policy is specifically for internet listings of Sugatsune hardware on reseller websites.

Discounted pricing on Sugatsune products online may not exceed fifteen percent (15%) off of Sugatsune's current list price. This includes websites and any "searchable" literature posted online, including but not limited to Adobe Acrobat (.pdf) or Microsoft Office (.doc or .xls) attachments. Please note that our MAP Policy does *not* apply to the following:

- Quotes, contracts, or final sale price
- In-store displays, banners, or price markings
- Website pages visible only after a customer logs in
- Website "Checkout" or "Shopping Cart" pages where customer makes their final purchase selection

This MAP Policy only limits the prices at which Sugatsune products may be advertised online, and does not extend to the prices at which Sugatsune products are actually sold. Sale prices may be set at the sole discretion of the reseller.

Each reseller of Sugatsune products is solely responsible for compliance with this policy. Additionally, resellers are responsible to distribute this policy, or otherwise notify, their resell customers of the terms of this policy. Sugatsune reserves the right to withhold all or any portion of the reseller's co-op, fees, discounts or fee allowance for any period in which the reseller violates the Sugatsune MAP Policy. For repeated violations by a reseller (who buys either directly or through distribution), Sugatsune may suspend or terminate the reseller's authorization to sell Sugatsune products.

Sugatsune reserves the right to change the applicable MAP upon thirty (30) days notice.

We thank you for your continued support, and ask that you contact Sugatsune if you have any questions.