



### **IMAP (Internet Minimum Advertising and Pricing) Policy**

At Honey Stinger, we make a committed effort to support your sales of our products through our brand advertising, product demonstrations, and consumer education. We believe this improves competition among all products. As a condition of being a distributor or dealer of Honey Stinger products it is essential that the following terms and conditions are adhered to. The failure to abide by these terms and conditions can ultimately result in your being discontinued in being a retail dealer/distributor for Honey Stinger.

- Honey Stinger will establish Internet Minimum Advertised Price (“IMAP”) for its products. The IMAP may be adjusted by Honey Stinger at its sole discretion upon seven (7) day notice to you by email from Honey Stinger. Such adjustments shall be uniformly applied to all Honey Stinger dealers and distributors in the United States and Canada.
- The IMAP applies to all internet advertisements for any Honey Stinger products in any and all media, including, but not limited to: flyers, posters, coupons, mailers/emails, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and other public displays.
- The IMAP specifically states online retailers shall not advertise Honey Stinger at a discount greater than twenty (20 %) percent off MSRP (excludes paid club memberships) not to exceed two weeks and upon approval from Honey Stinger. Honey Stinger retains the right to modify MSRP at any time and will notify all dealers and distributors of such price modifications. All dealers and distributors must implement such modifications within sixty (60) days from the date of receipt of such notice.
- Honey Stinger may periodically discontinue products or engage in promotions with respect to certain items. In such events, Honey Stinger may, at its discretion, modify or suspend the IMAP with respect to the affected products by timely notifying all dealers of such change. Such notification shall be made in writing to the Dealer or Distributor by email or letter.