



MINIMUM ADVERTISED PRICE POLICY

We recognize that our success is tied to the success of our network of select authorized dealers. We also know that many of our dealers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging price-based advertising that would be detrimental to our dealer's service and support efforts. As a result, Amantii has unilaterally maintained a Minimum Advertised Price ("MAP") Policy.

The Minimum Advertised Price ("MAP") is the minimum price a product can be advertised or promoted for at the consumer level.

The MAP Policy applies to all advertisements of MAP Products in any and all media including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogues, television, radio and public signage. The MAP policy does not apply to solely on premise or in store advertising that is not distributed to the customer

"Bundling" or advertising Amantii products for sale together with other products will violate the MAP policy when:

Advertisements offering rebates, credits, incentives or any other additional discounts

Advertisements offering to pay taxes, or shipping & handling costs

Gift cards, coupons, points, or other incentives which are contingent on the purchase of a MAP product will violate this MAP

This policy does not apply to any products designated by Amantii on its product /price lists as being discontinued, close-outs or other similar designations

Failure to abide by the MAP policy will result in the following penalties:

Once Amantii discovers a dealer has violated the MAP policy, the dealer shall receive written notification (email or letter) of the violation. The dealer will have 24 hours to respond to the notice including how they will rectify the violation. If the violation is not resolved in 48 hours from the initial written notification from Amantii, the violation will be penalties of a second violation. Amantii will place the dealer on the MAP Violations list, where the dealer's website will be checked on a regular basis to insure Amantii products are represented properly. Amantii shall refuse to conduct business with any dealer that consistently violates our policies and will provide the dealer with written notification (email or written letter) of all the associated violations



This MAP Policy and Confirmation Agreement is made on this date of _____, by
and between, Amantii and _____.

Thank you for your prompt attention to this matter, and your continued support of Amantii Electric Fireplaces

Read and Understood:

Authorized Reseller (Company Name)

Name: _____

City: _____

State/ Province: _____

Zip/Postal Code: _____