



WORKS CONNECTION, INC. MINIMUM ADVERTISED PRICING POLICY

In an effort to preserve our image and reputation, as well as to continue providing customers with high value products, Works Connection, Inc. has adopted a policy of Minimum Advertised Pricing Policy ("MAP Policy") effective January 1, 2016.

The purpose of this MAP policy is to protect our brand, image and reputation. All resellers of Works Connection products to end users located in the United States and Canada must adhere to this policy. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location.

1. The MAP policy applies to ALL advertisements of Works Connection products listed as the **MSRP** in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email news letters, email solicitations, Internet or similar electronic media, television, radio, and public signage.
2. The inclusion in advertising of free or discounted products (whether made by Works Connection or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
3. MAP does not establish maximum advertised prices. As a seller of Works Connection products you may offer these products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
4. At no time may the Dealer make any statements or other indications on its website in connection with any MAP Product(s) that indicates or implies that a lower price may be found at the online checkout stage, any price is strike-through, including, but not limited to, the following:
 - "Click here for lower price"
 - "See Price In Cart"
 - "Log-in for price"
 - "Add to Cart for Lower Price"
 - "Check Cart for Lower Price"
 - "Mouse over for Price"
 - "Email for a better Price"
 - "Call for Lower Price" or "Call for Price"

5. From time to time, Works Connection may permit resellers to advertise our products at prices lower than MSRP. In such events, Works Connection reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes. With this change, you may advertise of an upcoming sale within 10 days prior to the start date.

MAP Products (including discontinued items) may only be advertised as standalone products and may not include any promotional allowances, except for Works Connection authorized promotions. Works Connection will unilaterally determine if there is a violation of this policy and will enforce its terms as Works Connection believes appropriate. This policy will be enforced by Works Connection at its sole discretion and without notice. For questions related to our MAP policy, please email to: **mapadministrator@worksconnection.com**. We appreciate no phone calls please.

Works Connection reserves the rights to amend this policy at any time.

Thank you for your continued support.

Eric Phipps
President
Works Connection, Inc.