



## **Minimum Advertised Price (“MAP”) Policy**

To preserve XS® Sight Systems, Inc.’s (XS) ability to provide high quality, precision machined products, as well as high level support both before, during, and after purchase to all customers, XS has established a Minimum Advertised Price Policy (MAP Policy). This policy, which protects brand integrity, ensures healthy dealer margins, and prevents destructive price competition applies to all resellers, including catalog and internet retailers, who resell XS products to end users in the United States. XS greatly appreciates the energies of all resellers who distribute XS products as well as adhere to this MAP Policy, which is enforced for the benefit of all.

### **What is NOT Permitted:**

- Advertised prices listed in print or online lower than MAP
- Retailers are prohibited from selling on Amazon
- Other marketplaces are available to resellers with approval from the XS Commercial Sales Team, however marketplace pricing will not be listed below MAP except during a MAP Holiday.

### **Violations and Enforcement:**

- First Violation
  - Written warning
  - 48 hours to correct
- Second Violation
  - 30-day suspension of purchasing privileges
- Third Violation
  - Indefinite suspension of dealer status
  - Placement on “do not sell” list to distribution channels



This MAP Policy is unilateral and non-negotiable, does not require dealer consent, and may be modified or discontinued at any time. No employee or sales representative has authority to modify or grant exceptions unless in writing from executive management.

XS is committed to providing strong Manufacturing Support to retailers before, during, and after the sale of any XS product. XS's Sales & Marketing Department is working hard to provide resellers with the supporting materials (logos, high resolution photos, videos, etc.) needed to successfully promote, sell, and install our product. Please let us know if you need catalogs or how we can help in any way. [dealers@xssights.com](mailto:dealers@xssights.com)

We appreciate your continued support of XS Sight Systems.  
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