



Winegard Advertised Pricing Policy

Winegard Company has a long history of innovative antenna and product design. Throughout this history, Winegard has established a long standing commitment to engineering expertise, state-of-the-art manufacturing and the highest levels of quality and customer service in order to develop an industry wide reputation. This Winegard Advertised Pricing Policy is designed to protect and enhance this business reputation, and help promote and position Winegard products as leaders in the market. Winegard expects that all distributors and resellers (collectively "Resellers"), will support and comply with this policy to ensure the longevity and future growth of the Winegard brand.

Minimum Advertised Price

Minimum Advertised Price ("MAP") – MAP is the designated minimum price at which covered Winegard products ("MAP Products")¹ may be promoted. The MAP Price is defined as the promoted price, less any discounts, or value add offerings included with the product (including the value of bundled product) that is advertised in any form of Media. Reseller may not directly or indirectly promote products subject to this policy at lower prices, including use of terms which are intended or have the effect of circumventing this policy, including "Price too low to show", "Lower price shown in cart", or similar language.

Compliance with this policy is a prerequisite for purchase of MAP Products and participation in programs developed to support Winegard product sales in the market. Winegard will provide the Reseller with a MAP Price List that includes Manufacturer Suggested Retail Price (MSRP) and MAP for the products covered by this policy. This policy applies to advertising practices only, and the Reseller of MAP Products is responsible for setting its own sale price on the MAP Products.

MAP Price List – Winegard reserves the right to modify, add or delete items from the MAP Price List at its sole discretion and will notify customers of such changes to MAP pricing by e-mail. Winegard will also maintain a website at www.winegard.com/map to identify current MSRP and MAP pricing.

Media – This MAP Policy applies to all forms of advertising, including but not limited to newspapers, catalogs, radio, television, billboard, internet and social media based advertising. This policy does not cover in-store or point-of-sale promotions.

Intellectual Property – Reseller shall be prohibited from the use of any Winegard intellectual property including but not limited to trade names, copyrights, images, or logos in the advertising of MAP Products in violation of this policy. Digital assets, including images, copyrights, trademarks, logos, etc. shall not be used in promotion of products below the MAP price.

¹ This policy will apply only to select Winegard products identified in the MAP Price List. Resellers may advertise and sell all other Winegard products according to existing practices provided that Winegard expects all Resellers to conduct their business in accordance with the highest business ethics and applicable laws.



Internet Based Advertising

Resellers may advertise Winegard products for sale on their branded e-commerce sites. If a Reseller opts to sell online, they shall use commercially reasonable efforts to market, advertise, promote and sell the products on their branded e-commerce sites in accordance with this policy and with brand marketing guidelines provided by Winegard.

Winegard recognizes that there are a number of alternative channels, including third party auction sites and marketplaces, to sell products online. Winegard believes that such auction and marketplace sites (or other e-commerce sites where product and inventory information is provided by multiple third parties, whereas transactions are processed by the marketplace operator) create a situation in which Winegard products are commoditized, and the Winegard brand name is impaired. Accordingly, Resellers are specifically prohibited from advertising products via online marketplaces (e.g. Amazon Marketplace, Newegg Marketplace, eBay), or any other e-commerce sites where product and inventory information is provided by multiple third parties, and transactions are processed by the marketplace operator.

Map Policy Enforcement

In the event any Reseller is determined by Winegard in its sole discretion, to be directly or indirectly violating this MAP policy, Winegard may refuse to sell products or allow such Reseller to participate in marketing programs and/or use of any intellectual property in the sale of Winegard products.