



RCF USA Minimum Advertised Pricing Policy – MAP Policy

In an effort to maintain the highest level of quality and reputation, RCF USA Inc. has adopted the following minimum advertised price policy (MAP). This policy applies to all RCF USA authorized dealers, distributors, sound contractors, production companies and second tier resellers. RCF USA will enforce this unilateral MAP policy at its sole discretion, RCF USA reserves the right to amend or modify this policy at any time, for any reason. MAP pricing is determined and set by RCF USA solely, and reserves the right to change or modify pricing any time.

All RCF USA designated MAP products must be advertised by the reseller at or above the published MAP pricing. "Advertising" includes, but is not limited to, catalogs, mailers, flyers, handouts, magazines, newspapers, all electronic means of communication, radio, television, internet websites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart, mass emails, billboards, exterior and interior store displays, or any other media for public display.

The use of any discount, coupon, giveaway, or incentive (whether in the form of a special event, promotion, condition to doing business or otherwise), in any advertising by a Dealer where the cumulative effect is to reduce the advertised price of any RCF USA Product(s) below its MAP shall be a violation of this policy. This does not include discounted or free freight offers.

The MAP Policy 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 end user at the Dealer's retail location or, in response to individual end user's inquiries over the telephone or by way of email. RCF USA Resellers may sell the Products at any price they choose.

"Click on", "click through", "add to cart", "update my price", "instant rebate" or similar methods that provide a price lower than MAP that is visible on the Reseller's site or any internet search engine are in violation of the MAP Policy. Posting messages referencing a better-advertised price is in violation of this Policy. "Call for Price" and/or "email for price" may only be utilized in instances where the Products' MAP is not published in the same advertisement, and only when there is not an automated response which offers identical pricing to all customers.

Bundling or combining products so there cumulative sum is above the MAP is not considered a violation. All bundles must be approved by RCF USA before they are listed.

NEW products (A Stock) condition must always be sold as A stock with MAP pricing and may not be advertised or sold on 3rd party internet auction sites. If purchased as A Stock, must be marketed as such. Not allowed to list as "open carton", "store demo", or any similar terminology at less than MAP pricing. All B Stock products may be sold on 3rd party auction sites, but must be clearly identified (in the listing) as USED. The term FACTORY REFURBISHED cannot be substituted for USED. RCF USA reserves the right to have misleading or posts or listings removed from internet sites. All listing must clearly and conspicuously identify the dealer's name, and location.

Advertising or listing RCF USA products for sale on open marketplace sites, such as, but not limited to Amazon, Sears, Walmart, Ebay, can be done so only after given written permission from the Sales Manager of RCF USA. Dealer advertising must use RCF USA logos and trademarks.

First Violation – An authorized RCF USA dealer who violates the above listed MAP policy will be notified via email to the contact listed on their "RCF Dealer Credit Application". Per the time listed on that email generated by RCF USA, that customer will have 72 (seventy-two) hours from then to correct the violation. Failure to do so will result in this violation being dealt with as a "second violation".

Second Violation – An authorized RCF USA dealer who has previously been notified of any violation of RCF USA's above mentioned "M.A.P. Policy" and then violates that policy a second time, or a authorized dealer who has not rectified their first violation within 72 hours (as stated above), shipments will be suspended for a minimum period of 90 days, and customer will not be eligible for any further discounts or "open terms" for the period of 1 (one) year from the time of the notification of violation. ("Further discounts" include, but are not limited to: "Program" discounts, "Specials", "B stock" discounts, "Quick Pay Discounts" or any other variation from standard published pricing). Resolve of any MAP issues and agreement with RCF USA regarding future promotions of RCF products must be reconciled prior to commencement of shipments. At the end of said year, a new, fully completed dealer credit application must be generated by the customer in order for RCF USA to determine future credit worthiness.

Third Violation – Termination of authorized reseller agreement
