

LINTALERT® Dryer Safety Alarm



MAP Policy

Minimum Advertised Price Policy

In-O-Vate Technologies Incorporated (In-O-Vate) has implemented a Minimum Advertised Price (MAP) policy for its dryer safety alarm, the LintAlert®. Effective May 1, 2010, all LintAlerts are subject to a MAP price as indicated on all price sheets. This policy was initiated to ensure enticing margins for our vendors while maintaining the perceived value of the LintAlert. In-O-Vate appreciates you as our supply chain partner and your efforts to bring our exceptional products to your customers.

Below are guidelines that describe In-O-Vate's MAP policy for the LintAlert Dryer Safety Alarm.

- 1) The MAP pricing will be listed on all price sheets issued by In-O-Vate. In-O-Vate reserves the right to change or eliminate the MAP policy at any time.
- 2) The LintAlert's MAP policy applies to all advertisements including, but not limited to, mailers, flyers, magazines, catalogs, Internet, e-media, online banner ads, broadcasts, and third party websites. Internet auctions like EBay may not display or have a reserve bid lower than the MAP price.
- 3) The MAP policy applies to the advertised price, but not the actual sale price or offered price of the LintAlert. All dealers and vendors have the right to sell the LintAlert to an individual customer at any price they choose.

4) In-O-Vate's MAP price does not establish a maximum sale price. All dealers and vendors are free to sell the LintAlert at any price, so long as it's not advertised lower than the MAP.

5) All vendors and dealers can still advertise or promote their overall pricing with statements like "we have the lowest prices in town" or "we'll meet or beat competitor prices". If vendors or dealers do advertise a price, crossing out or striking through the LintAlert's MAP price is prohibited.

6) In-O-Vate may choose to promote the LintAlert in such a way that may result in a suspended or changed MAP price. In-O-Vate reserves this right at its sole discretion and all vendors and resellers may participate in such changes in this policy.

7) Failure to abide by the MAP policy will result in the termination of the vendor's or dealer's ability to continue purchasing products from In-O-Vate. In-O-Vate will not continue doing business with companies in violation of the MAP policy and reserves the right to terminate the manufacturer-dealer relationship without any prior notice.

8) In-O-Vate's MAP policy was initiated to ensure dealers, distributors, and sales representatives are incentivised to invest time and resources into promoting the LintAlert. All sales quotes will include an exact dollar figure for the MAP policy which all dealers and vendors must adhere to.

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