



August, 2009

Atlas Homewares Minimum Advertised Policy (MAP)

We would like to take this opportunity to thank you for your continued business. Our goal is to not only bring high style decorative hardware to market, but also protect our dealers and the investment you have made in Atlas Homewares.

Therefore, we would like to explain our policy regarding our Minimum Advertised Price (MAP). We understand that we cannot mandate your retail prices and we respect your right to run your business however you see fit. Keeping this in mind, we feel strongly that it is in all of our best interest to protect the Atlas Homewares brand and how it is brought to market.

As a result, we have a Minimum Advertised Price (MAP) Policy that protects Atlas Homewares prices. Advertising for all Atlas Homewares product **cannot be discounted more than 10% less than the current suggested list price, as printed in the Atlas Homewares Price Book.** This includes any printed advertisements, faxes, electronic media (including websites), catalogs, radio and any other promotional materials. The policy is being strictly monitored and enforced by our legal representatives. Failure to comply will result in termination of our business relationship.

The images that are located on the Atlas Homewares website are copyrighted and any use is prohibited. It should also be understood that the catalog is also copyrighted and scanning of the catalog pages is prohibited as well.

Any questions or concerns, feel free to contact us.

Please fill out and send back to Atlas acknowledging our MAP policy and agreeing to comply with it:

Company: X _____

Signature: X _____

Name & Title: X _____