ROCKY MOUNTAIN
H   A   R   D   W   A   R   E

Minimum Advertised Price (MAP) Policy

Effective immediately, any advertising of Rocky Mountain Hardware which includes prices may only display current full list pricing as detailed in our online Full-Line Product Binder on www.rockymountainhardware.com. This new Minimum Advertised Price policy or MAP policy applies to online, print and all other mediums where a printed price is shown.

The MAP policy applies strictly to advertised prices and does not in any way restrict the dealer's ability to determine their own resale prices. This policy is not intended to limit the dealer from providing less than list price quotations for an individual customer: provided the quotation is given in person or in writing to that particular customer. Dealers may indicate on their websites that Rocky Mountain Hardware may be available at lower than list prices. Dealers' websites may use phrases such as "Call for Price." Phrases such as: "Cheapest prices available on Rocky Mountain Hardware" **will not be** allowed. Also, this policy **prohibits** dealers from setting up websites that require only a "click" to take the customer to another page with less than MAP pricing.

It is our intent to keep Rocky Mountain Hardware advertised as the high quality distinctive bronze hardware that it is, not as a product that is available at "slashed prices" in printed or electronic media. This policy applies to all companies selling Rocky Mountain Hardware including sub-dealers. If your company does business with sub-dealers not set up directly with Rocky Mountain Hardware, it is your responsibility to notify these companies of this policy change. Dealers are responsible for ensuring their sub-dealers adhere to this MAP policy.

Rocky Mountain Hardware will monitor both the Internet and print media for compliance to this policy. We expect that all of our dealers will support this new policy. Those dealers that continue to ignore our new policy will risk losing our line.

Thank you for your immediate attention to this matter.

Rocky Mountain Hardware

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