



ARCHITECTURAL HARDWARE • IMPORT • EXPORT
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February 2, 2010

To Our Loyal Customers:

Deltana's service and quality is unmatched in the industry because our primary focus has always been on loyal customers like you.

In an effort to further ensure the viability and profitability of our products for your business, Deltana is establishing a Minimum Advertised Price (MAP) policy to better protect you in the field.

Effective March 1, 2010, advertised prices for all Deltana products must not have a discounted price deeper than 25% off of Deltana's active list price. This policy applies to all advertised prices including, but not limited to, catalogs, printed advertisements, promotional mailers, catalogs, faxes, radio and all electronic media including websites.

Please note that you are free to sell our products at any price you wish above or below our list price so long as it is not publicly advertised below the discount limit. Specially tailored quotations and/or in-store advertising that are not distributed outside of the store will not be affected by this policy.

In the event that this policy should ever be breeched, Deltana reserves the right to discontinue business with the offending organization.

We genuinely appreciate your continued support and value your business. If you should have any questions, please call us toll-free at 1-800-665-2226 or email us at service@deltana.net

Thank you.