



August 1, 2009

**TO OUR CUSTOMERS:**

As part of our continued effort to safeguard our reputation for quality products, integrity and value, Richelieu is establishing a unilateral **Minimum Advertised Price Policy**.

Effective August 1st 2009, advertising for all Richelieu products must not contain a price less than 10% off our current published Retail Price List. Advertising includes, but is not limited to, printed advertisements, promotional mailers, catalogs, faxes, radio, television and all electronic media including web sites. An email sent in response to a customer inquiry is not considered to be advertising under this policy.

All Richelieu customers may sell our products at any price they wish and we do not attempt to regulate such transactions. This policy only refers to Advertised Pricing.

If we are informed on any breach of our **Minimum Advertised Price Policy**, and with fair and formal proof of said breach, we will issue an official warning and reminder of our policy. Any subsequent breach of this policy by the same customer will result in nullifying and terminating any previous authorizations and agreements, either verbal or in writing to resell our products.

The policy will be strictly enforced and we regret we will not offer any leniency. Your continued business is extremely valuable to us, and we appreciate your trust in respecting our efforts to protect our brand name.

Thank you

Eric Pothier  
Director of Marketing



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