

## BLANCO MINIMUM ADVERTISED PRICE POLICY

Dear Blanco Customer,

**Blanco's** MAP (Minimum Advertised Price) Policy below will replace and supersede all prior IMAP and MAP policies ever issued by Blanco. This policy applies to all Blanco customers, dealers and resellers and is being implemented in order to avoid any further distribution channel conflicts and to better serve our customers. Further, the policy outlined below is being adopted and unilaterally implemented by Blanco as part of its efforts to preserve the premium branding and pricing associated with the company's products.

### Policy

The Minimum Advertised Price (MAP) for the following shall be:

- **SteelArt Branded Products (including all Precision models):** may not be advertised at more than 25% off suggested list prices.
- **All Other:** may not be advertised at more than 35% off suggested list prices.

This policy is unilateral, non-negotiable and will not be altered for any customer. Each customer is free to determine for itself whether or not to follow this policy and how it will sell the products covered by this policy to a consumer or other purchaser, including the prices at which it will sell the products to the purchaser. Any method of granting a discount from Blanco's current suggested list price for a unit of the applicable product is intended to be covered by these policies. Thus, for purposes of determining whether or not a particular price is in violation of these policies, any discounts, coupons, allowances, gifts or other free goods or services offered with Blanco products will be considered in calculating the price being advertised or offered by a customer. Please understand however, that Blanco is not asking for, and it will not accept, any agreement or other assurance of compliance from a customer regarding the policy. Similarly, Blanco will not discuss any conditions or acceptance related to the policy, even if initiated by a customer.

Furthermore, any Blanco customer selling Blanco products to other persons or businesses which advertise or otherwise promote Blanco products by prices that are in violation of this policy is also in violation of this policy and are not authorized to do so by Blanco.

### Violations

Blanco reserves the right at any time to audit and investigate the advertising of Blanco's products by any of its customers. Any customer determined by Blanco to be in violation of these policies is subject to any of the following steps being taken by Blanco in enforcement of the policies:

1. Blanco will notify the offending customer and identify the applicable violation and if a violation of Blanco's policy is determined by Blanco in its sole discretion to exist within five (5) business days of Blanco's notice, the customer's purchasing privileges with Blanco will be suspended for thirty (30) days and no further orders with Blanco will be shipped during that same period of time.

2. If a second violation occurs, Blanco will notify the offending customer and identify the violation. In that event, the customer's purchasing privileges with Blanco will be suspended for ninety (90) days and no future orders with Blanco will be shipped during that same period of time.
3. Upon Blanco discovering continuing violations of this policy by a customer, Blanco reserves the right to notify the offending customer and to terminate the customer's purchasing privileges and benefits with Blanco.

Blanco reserves, in its sole and absolute discretion, the right to change the policy outlined in this Notice and to interpret, enforce and otherwise handle all questions and issues relating to this policy. No sales representative or agent of Blanco has any authority to change or enforce this policy, or to take any actions against or for any customer.

Any questions or comments should be directed to Blanco at 110 Mount Holly By-Pass, Lumberton, NJ 08048 Attention MAP Dept. or at [map@blancoamerica.com](mailto:map@blancoamerica.com). While you may report any potential infractions of this policy to Blanco at the above address or e-mail address, all decisions made by Blanco about violations are final and confidential.

We thank you for being a loyal Blanco customer and we value your business.

Please feel free to also contact me with any further comments, concerns, etc.

Regards,



Timothy Ahearn  
National Sales Manager

Due to the ever changing market dynamics we feel it is necessary to define our MAP policy and our internet retail program. It is important that all retailers provide the customer service level that we believe is consistent with the Blanco premium brand of products.

Please see the attached disclaimer that will be posted in the “Where to Buy” section of our website.

We will be qualifying interested internet retailers primarily based on the following criteria:

- **Provides Superior Customer Service (Includes After Sales Service)**
  - Account must provide, in our judgment, the quality of service that is representative of a luxury line.
    - Honor the Blanco **Damage Goods return Policy**
    - Provide your **corporate mailing address** on your website.
    - Provide a **customer service phone number** on your website.
- **Account Status (for accounts that purchase direct)**
  - Accounts that have remained current with payments for the last 12 months
- **MAP Policy – abides by our MAP policy** (however, Blanco is not asking for, and it will not accept, any agreement or other assurance of compliance from any customer regarding that policy)
- All Authorized Internet Retailers must **showcase a minimum of 75% of our product offering** in ALL of our product categories:
  - SteelArt
  - Stainless Steel
  - Silgranit II
  - Entertainment & Utility Sinks
  - Faucets
  - Accessories

Accounts that do not meet the above criteria will not be listed on our website and will not be permitted to use Blanco intellectual property (e.g., the Blanco logo, copyrighted photographs of Blanco’s products, etc.).

If you’re an Authorized Blanco wholesaler and have internet retail customers, please feel free to forward the application that is included with this mailing. They will be evaluated in the same manner (excluding account status) as our direct customers.

Any interested retailer should complete the attached application and return it to [panton@blancoamerica.com](mailto:panton@blancoamerica.com). Applications will be reviewed and evaluated based on the above criteria. Only Authorized Blanco internet retailers will have the right to use Blanco intellectual property on their website.

Blanco’s intention is to enhance the purchasing, ownership and overall experience the end-user has with the Blanco brand.

Please feel free to contact me if you have any questions. The phone number to contact us is 609-668-6204.

Blanco reserves the sole right to change the terms and conditions of this Authorized Internet Retailer program, including the discretion to terminate it at any time.

Sincerely,



Timothy Ahearn  
National Sales Manager