

# Classic Brass

Jamestown, New York

## Minimum Advertised Price Policy

To protect the reputation of our company and products, we have concluded it would be in the best interest of the dealers who support our vision to implement a Minimum Advertised Price (MAP) policy. All advertising of products manufactured by our firm will not be less than 85% of the current retail price list.

Advertising includes, but is not limited to, newspaper, radio, promotional mailers, websites and any electronic means of promoting our products.

Please do not interpret any of the foregoing as an attempt to limit in any form your ability or right to establish the selling price of our products. This policy strictly addresses the issue of the advertised price.

Should we become aware of any violation of the above MAP policy, we will contact the party to review our policy, followed up with a written warning. Subsequent violations of the policy will result in the termination and nullification of any prior authorizations or agreements to resell our products.

We are confident you understand the reasons underlying our decision to implement this policy and will fully comply. Without question, the long term benefits of this policy will benefit all **Classic Brass** dealers.

Should you have any questions or comments regarding our MAP policy, please feel free to contact Chris Creighton at 800.869.3173.

800.869.3173

Fax 800.215:2019

classic-brass.com

*Manufacturer of Fine Solid Brass Decorative Hardware*