



## Colonial Bronze Company

P.O. Box 207 Torrington, CT 06790-0207

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Fine Brass Hardware Since 1927

To our customers:

Colonial's reputation for quality, integrity and honesty is very important to us. As part of this ongoing effort to safeguard our reputation, Colonial Bronze is establishing a unilateral Minimum Advertised Price (MAP) policy.

Effective May 1, 2006, advertising for all Colonial Bronze products must contain a price not less than 90% of the List Price then in effect. Advertising includes, but is not limited to, printed advertisements, promotional mailers, catalogs, faxes, radio, and all electronic media, including web sites.

Neither an email sent in response to a specific customer inquiry nor in-store advertising that is not distributed outside of the store to any customer will be considered advertising under this policy. Colonial's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or that they "will meet or beat any competitor's price or other, similar phrases.

We emphasize that our customers are free to sell our products at any price they wish, and we are in no way attempting to regulate such transactions. In addition, our policy does not establish maximum advertised prices.

In the event that we are informed the minimum advertised pricing policy has been breached and upon fair and adequate proof of said breach, we will issue a written warning reminding the offending party of the policy. Any subsequent breach of the policy by the same party will result in nullifying and terminating any previous authorizations and agreements, either verbal or in writing, to resell our products.

We appreciate your cooperation with the Minimum Advertised Price policy. Your continued business is very important to us and we trust you will respect our efforts to protect our good name.

Please direct any and all questions concerning the MAP policy to Jamie Gregg at 800-355-7894, extension 111.

Thank you.