



HASTINGS TILE & BATH

Dear Valued Dealer,

As part of a comprehensive program to enhance the image of Hastings products and also improve their value to our Dealers, we are implementing our revised Minimum Advertised Price (MAP) and Internet Minimum Advertised Price (IMAP) Policy. It is understood that “Hastings products” encompasses the Hastings, Vola and Sonia brands. In accordance with this policy, Hastings products may not be advertised in any form, including via the internet, for less than 25% off current list prices in effect at the time. This includes any other price reductions such as “special coupon”, “add to cart”, “call for better pricing”, “fax for better pricing”, “click for special pricing” or any other channel.

Any of the above listed “additional” discount enticements will be considered in violation of this policy. This policy includes redistribution of Hastings products and re-distributors are responsible to enforce this policy with their dealers. Violation of these policies will result in the suspension of drop ship orders and affect dealer discounts. Multiple violations of our MAP and IMAP policy will result in termination of Hastings dealership.

It is important that Hastings does not compromise its positioning in the market as a supplier of luxury tile and bath products. It is equally important that we protect our dealers from margin erosion resulting from advertising that may diminish the perceived value of our products.

Along with our new website and our expanded architectural and design function, we believe our MAP and IMAP policy will help increase the value of Hastings products and thereby benefit dealers through increased demand and dealer profitability.

Dealer compliance will be mandatory as of June 1, 2012. Please make adjustments to any advertising not in compliance with this policy.

Thank you for your cooperation in this matter. If you have any questions about this policy please contact me directly.

Sincerely,

Bob Gifford
Operations Manager



30 commercial Street
Freeport, NY 11520



HASTINGS TILE & BATH

CELEBRATING 125 YEARS



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Freeport, NY 11520