



ABLE PLANET MAP POLICY

**Minimum
Advertised
Pricing
(MAP) Policy**

Able Planet Inc. actively supports the advertising and promotion of its products by its dealers, distributors and resellers. Able Planet has built a strong reputation and following among consumers, and as a result, it has determined that it shall not support through advertising or promotional materials that have the effect of diminishing or detracting from the perceived value of Able Planet products. Effective as of August 1, 2006 Able Planet Inc. has established a minimum advertised price ("MAP") on all Able Planet products. The policy applies all dealers, distributors and resellers, and must be enforced by agents and contract sales representatives authorized to sell Able Planet products. The MAP policy shall work under the following guidelines:

- a. The MAP for all Able Planet products shall be listed on each Able Planet product sheet, and/or catalog. MAP pricing is established by Able Planet and may be adjusted by Able Planet at its sole discretion.
- b. The MAP policy applies to all advertisements of Able Planet products in any and all media, including but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- c. The inclusion in advertising of free or discounted products (whether made by Able Planet Inc. or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
- d. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the reseller's retail location or over the telephone. Able Planet dealers, distributors and resellers remain free to sell these products at any prices they elect.
- e. MAP does not establish maximum advertised prices. All dealers, distributors and resellers may offer Able Planet products at any price in excess of the MAP established for such product.
- f. Able Planet's MAP policy does not in any way limit the ability of any dealers, distributors and resellers to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- g. From time to time Able Planet may discontinue models or engage in promotions with respect to certain products. In such events, Able Planet reserves the right to modify or suspend the MAP with respect to the affected products by notifying all dealers of such change. Able Planet further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to the dealers, distributors and resellers, provided that such changes shall apply equally to all Able Planet dealers, distributors and resellers.
- h. Intentional and/or repeated failure to abide by this policy will result in termination of this agreement. Able Planet does not intend to do business with dealers, distributors, resellers or any contract sales agent or representative who degrades the image of Able Planet and its products. Able Planet will not provide prior notice or issue warnings before taking any action under this policy.

ABLE PLANET MAP POLICY - Continued

- i. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Able Planet to help ensure the legacy of Able Planet as a top producer of high performance, high quality, audio and communication products and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers, distributors and resellers have the incentive to invest resources into services for Able Planet customers.

I hereby agree that I have read the Able Planet MAP agreement and agree to abide by all requirements outlined said agreement:

Name: _____

Date: _____

Signature: _____