DatacardGroup
SECURE ID AND CARD PERSONALIZATION SOLUTIONS

DataCard Corporation Minimum Advertised Price (MAP) Policy

In order to reinforce the high quality image and value of DataCard Group branded products in the marketplace, DataCard Corporation is introducing the following Minimum Advertised Price (MAP) policy effective April 15, 2007.

The DataCard Corporation policy applies to select Datacard branded products, including identification software, capture solutions and ID card printers. Products included have a Minimum Advertised Price indicated on the DataCard Corporation product price list. The Minimum Advertised Price must be displayed without any strike through or other obliteration of the MAP. The MAP may not be accompanied by a lower price for the featured product. DataCard Corporation's policy applies to all forms of reseller advertising including catalogs, flyers, mailing, newspaper advertising, radio advertising, television advertising, and any other forms of advertising including the Internet and other electronic vehicles or networks. Specific pricing information on an Internet Web site, any price information that can be accessed directly through a hypertext link or by any another other means which uses the hypertext transfer protocol (http) to initial production information pages is considered to be advertising under this policy. An email being sent to a customer in response to a request for pricing information is not considered to be advertising. Actual selling prices may be shown at the shopping cart stage, but no language indicating "prices below MAP" or "prices too low to publish" or "click for lower price" may be used to entice the customer to the shopping cart. Informational product pages must reflect MAP pricing.

This MAP policy only concerns advertised prices on products with a Minimum Advertised Price indicated on the DataCard Corporation price list and does not relate to actual sales prices charged by the reseller for any DataCard Corporation product. DataCard Corporation does not seek and will not agree with any reseller with respect to the prices a reseller may charge its customers at any time.

In the event of repeat violations, Datacard reserves the right to discontinue supply of its products to the reseller. It is DataCard's policy to:

Phase I • Datacard will issue a warning in writing to the Reseller documenting the violation and action expected from the Reseller.

Phase II • Reseller will lose 7% discount associated with MAP program for all Desktop ID Solutions Products for a period of six (6) months from date of notification.

Phase III • For repeat violations including failure to comply with Phase II, Datacard reserves the right to terminate agreement with Datacard Reseller.

Distributors who supply any reseller in violation of our MAP program will also be considered in violation of the MAP policy and subject to the consequences outlined above. Subsequent violations may result in longer suspensions or permanent termination in the relationship.

DataCard Corporation reserves the right to modify this MAP policy from time to time.

Agreed: _____ Date:_____
Signed By Title

Print Name _____ Email Address: _____

Company Name:_____ Address:_____

City:_____ State:_____ Zip:_____

Phone:_____

All Web Sites Selling Datacard Products:

Internal Use	
Datacard Group	
Distributor	