



RESCUE EQUIPMENT

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2020 Minimum Advertised Price (MAP) Policy

Southeastern Safety Products, Inc. d/b/a Rescue Technology ("RescueTECH") is committed to maintaining its position as a recognized Manufacturer and Distributor of Technical Rescue and Training Equipment. We select resellers and instructors who share our business philosophy, and whom will provide service to uphold RescueTECH's brand image and reputation. To help achieve these goals, RescueTECH also adheres to certain views about the advertising of its products, as set forth in its unilateral Minimum Advertised Price (MAP) Policy, described below. The following policy applies to all approved RescueTECH resellers ("resellers") whether they are brick and mortar, online, catalog, drop-ship, or any other kind of reseller. This policy is intended to provide all such approved resellers of RescueTECH products with guidance about RescueTECH's views on minimum advertised pricing (MAP).

OFFICIAL POLICY

1. The policy prohibits resellers from advertising any RescueTECH, Ruth Lee, ISC Wales, and Reach and Rescue products, either expressly or by implication, at a discount of greater than 5% price below the Retail Price (MSRP) established by RescueTECH.
2. It is RescueTECH policy to ensure that its brand image is promoted appropriately. RescueTECH finds that certain types of advertising are inconsistent with maintaining its high-quality image and will take action against (up to and including termination) any reseller who advertises current in-line products below the MSRP and/or promotes products that fall below MSRP with incentives (e.g., coupons, discount codes, giveaways, waving of the product warranty, savings due to payment type). Current in-line product and corresponding MSRP can be found in the current Rescue Technology Price list and on RescueTECH.com.
3. This MAP Policy applies to all advertisements of RescueTECH, Ruth Lee, ISC Wales, Fibrelite, and Reach and Rescue products in any and all advertising as defined below. This MAP Policy also applies to any activity RescueTECH, in its sole discretion, determines to be designed or intended to circumvent the intent of this MAP Policy.

WHO AND WHAT IT APPLIES TO

1. This MAP Policy applies to all U.S. authorized Resellers of RescueTECH Ruth Lee, ISC Wales, Fibrelite, and Reach and Rescue products including, but not limited to, retail stores, catalogs, mail order, and Internet resellers.
2. This MAP Policy does not apply to custom products that are provided to a dealer but are not included in RescueTECH catalogs or websites.

ADVERTISING COVERED BY THIS POLICY

Advertising includes, but is not limited to, promotions and advertising directly involving RescueTECH, Ruth Lee, ISC Wales, Fibrelite, and Reach and Rescue products in the following media formats:

1. Print (coupons, inserts, magazines, catalogs, newspapers, flyers, direct mail, etc.)
2. Broadcast (radio, television, web cast, caller-on-hold recordings, mobile applications)
3. Broadcast email, instant message and messages transmitted via social media
4. Internet and online advertisements (banner ads, pop-up ads, paid search results, ad words, email blasts, forum posts, blogs, website home pages, destination pages, individual product pages, third-party sites sponsored, placed or funded by the reseller)
5. Internet and online content soliciting consumers to “click to see price” or “hover to see price”
6. Advertising that implies a price lower than MSRP, such as “price too low to show,” “so low we can’t advertise,” “sale price,” or “instant rebates”
7. Internet and online gift cards, rebates or coupons

DEVIATIONS FROM POLICY

1. RescueTECH will notify resellers that are found to be in violation of the RescueTECH MAP Policy.
2. Resellers will be given two business days to correct the violation(s).
3. If not corrected after two days, RescueTECH will cease shipments to the reseller.
4. A second violation will result in another warning, with two days to correct the violation. If not corrected within two days, a second violation within one calendar year will result in a 30-day suspension of shipments.
5. A third violation within one calendar year will result in termination of the reseller’s RescueTECH account.
6. Intentional or repeated failure to abide by this policy may result in termination of dealership.
7. Under no circumstances are RescueTECH employees, vendors/suppliers, or sales representatives authorized to, nor shall they, discuss with any resellers or other person the sales practices of any other resellers.
8. At its discretion, RescueTECH may directly terminate shipments to any reseller who fails to comply with the terms and conditions of this MAP Policy.

DISCLAIMERS

1. The MAP Policy is a unilateral RescueTECH policy and we do not seek your agreement, any assurance of compliance, or your consent. This is not an agreement between RescueTECH and the reseller. This MAP Policy will be strictly and uniformly enforced.
2. Neither RescueTECH nor any of its representatives (other than its MAP Policy Administrator) will discuss any aspect of this MAP Policy or violations with the reseller.
3. Resellers will be notified a minimum of 30 days prior to any changes to the MSRP price list. All reseller websites, catalogs and other forms of advertising must align with any changes to MSRP by the effective date indicated by RescueTECH.