

## POLICY

The manufacturer, InfiniteRule Security, hereby establishes a Minimum Advertised Price (MAP) policy for all of its products. The MAP is the lowest price that a retailer can advertise a product for. Retailers are not allowed to advertise products below the MAP in any form of media, including print, online, and in-store signage.

## EXCEPTIONS

There are a few exceptions to this policy. Retailers may advertise products below the MAP in the following circumstances:

**Closeouts:** Retailers may advertise products below the MAP if they are closeouts. Closeouts are products that InfiniteRule is no longer going to produce.

**Promotions:** Retailers may advertise products below the MAP if they are participating in an InfiniteRule sponsored promotion.

## ENFORCEMENT

InfiniteRule Security will monitor retailers' advertising to ensure that they are complying with this policy. Retailers who violate the policy may be subject to penalties inline with the probationary process that is defined in our wholesale pricing program.

## DISCLAIMER

This MAP policy is not intended to be a substitute for legal advice. Retailers should consult with an attorney to ensure that they are complying with all applicable laws.