



Aiya America Unilateral Minimum Advertised Price Policy

Aiya America ("Aiya America") actively supports the advertising and promotion of its products by its wholesalers and distributors through material provided by Aiya America at no or nominal cost. Aiya America has built a strong reputation and following among consumers. Aiya America has determined that it shall not support through advertising or promotional materials, cooperative advertising or otherwise, advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Aiya America products.

Effective as of June 1, 2016, Aiya America has established a minimum advertised price ("MAP") policy on all Aiya America products. The policy applies only to U.S. and Canadian dealers, including authorized Aiya America wholesalers, retailers, e-tailers and distributors.

The MAP policy shall work under the following guidelines:

1. The minimum advertised price for all Aiya America products at which any retailer may legitimately sell an Aiya America brand product is twenty percent (20%) off of Aiya America's normal suggested retail price listed on each Aiya America price sheet for wholesalers and distributors.
2. Aiya America will immediately cease supplying Aiya America products to any U.S. and Canadian dealer who is in breach of the Aiya America MAP policy.
3. The MAP policy applies to all advertisements of Aiya America products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
4. The inclusion in advertising of free or discounted products (whether made by Aiya America or another manufacturer) with an Aiya America product would be contrary to the MAP policy if it has the effect of discounting the advertised price of the covered product below the established minimum advertised price for such product.
5. The MAP policy 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. Aiya America dealers and distributors remain free to sell these products at any prices they elect.
6. The MAP policy does not establish maximum advertised prices. All dealers and distributors may offer Aiya America products at any price in excess of the minimum advertised price established for such product.
7. From time to time Aiya America may discontinue products or engage in promotions with respect to certain products. In such events, Aiya America reserves the right to modify or suspend the MAP policy with respect to the affected products by notifying all dealers of such change. Aiya America further reserves the right to adjust the minimum advertised price with respect to all or certain products at its sole discretion upon 30 days advanced written notice to the dealers and distributors, provided that such changes shall apply equally to all Aiya America wholesalers and distributors.
- 8. This MAP policy shall not be enforced from the Friday through the Monday following Thanksgiving.**
9. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Aiya America for all Aiya America products to help ensure brand congruity, and may be adjusted by Aiya America at its sole discretion.
10. If you have any questions regarding this MAP policy, please contact the Aiya America Retail Team at (310) 212-1395 or via email at retail@aiya-america.com.