

RBH USA, Inc., Minimum Advertised Pricing (MAP) Policy

In order to protect the reputation for superior technology and quality products, RBH USA, Inc. has adopted a Minimum Advertised Price Policy. This Minimum Advertised Price Policy will go into effect on May 1, 2013 and remain in effect until further notice by RBH USA, Inc.

RBH USA, Inc. includes a Manufacturer's Suggested Retail Price (MSRP) on each distributed price list.

This Minimum Advertised Price Policy unilaterally applies to all retailers and re-sellers of RBH branded products and is expected to benefit all of our valued retailers and re-sellers in that it will allow them to generate appropriate sales margins to offer value added services to their customers such as product knowledge, service, training, support, inventory or any combination of these items and more - while protecting the reputation for quality and advanced technology of our various RBH products.

1. A Retailer or Reseller selling RBH Products shall be deemed in violation of this MAP policy if they advertise, or otherwise place in the public domain, prices for RBH Products that are below the Manufacturer's Suggested Retail Price.
2. This MAP policy applies only to advertised prices in public domain. RBH does not and will not impose or enforce any policy with respect to the actual sales price of the product, and the retailer / reseller is free to sell RBH Products at any price and terms it deems appropriate within their own store or in direct communication with an individual customer via phone or electronic mail, or within their website where such information is not public domain, e.g., parties must be logged in to view pricing. If pricing is listed in public domain it must adhere to the MAP policy, once the pricing is associated with an intent to purchase (added to a shopping cart or order), the price becomes the selling price and is not bound by this MAP policy. Statements such as "add to basket to see price", "we will match any price" and "call for price" are acceptable in order for the retailer to establish the selling price when dealing directly with an individual customer.
3. Intentional or repeated failure to abide by this MAP policy will result in sanctions unilaterally imposed by RBH. The level of sanctions will be determined by RBH in its sole discretion.

For any questions, please contact RBH USA, Inc., at usa.info@rbh-access.com

