

ATG LED Lighting Internet Minimum Advertised Price Policy and Guidelines for LED Lighting Products

We pride ourselves in our reputation for providing high quality, value-added products and we strive to ensure all our distributors receive appropriate sales and product support. To continue supporting the evolving environments in which ATG LED Lighting and its distributors conduct business, ATG LED Lighting has established an Internet Minimum Advertised Price (“IMAP”) Policy for all distributors reselling our products in the United States and Canada. This policy aims to assure the distributor that the integrity of the online channel remains intact for advertised pricing.

As a distributor, you are free to sell ATG LED Lighting products at whatever price you wish. The IMAP guidelines described in this document relate to publicly displayed online advertised pricing only.

Covered Products:

All ATG LED Lighting products found in your current price list or on our website at www.atgledlighting.com.

Advertised Pricing:

1. Advertised pricing is defined as a publicly displayed and accessible online advertised price. The IMAP must be 30% higher than ATG LED Lighting’s first column price as found in your current price list.

Example: if the first column price is \$100.00 for a certain product, then the IMAP must be equal to or above \$130.00 ($\100.00×1.3).

2. IMAP applies to the net advertised price (net of any discounts, promotions, or rebates advertised).

Example: IMAP = \$80.00, but the advertised price is: “\$100.00 with 30% discount” – this is an IMAP violation because the net advertised price is \$70.00.

3. IMAP does not establish maximum advertised prices. All distributors may advertise ATG LED Lighting products at any price equal to or above IMAP.

4. The IMAP policy does not in any way limit the ability of any distributor to advertise that they have the “lowest prices,” or that they “will meet or beat any competitors price,” or that consumers should “call for a price,” or similar phrases as long as the price advertised for the product is not less than IMAP.

5. At its own discretion, ATG LED Lighting may, from time to time allow all distributors to advertise specified products below IMAP, such as during a defined promotional period.

In that event, ATG LED Lighting will notify all distributors through an authorization letter issued in writing via email or through such additional means as designated by ATG LED Lighting under the terms of this IMAP policy, defining the promotional period and any applicable terms and conditions.

6. Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the IMAP policy.

7. ATG LED Lighting will issue a new price list periodically. Distributor pricing must be updated immediately upon receipt to comply with this IMAP policy.

Violation and Penalties:

At the sole discretion of ATG LED Lighting, failure to comply with this IMAP policy, intentional and/or repeated noncompliance, may result in the immediate loss of the distributor's ability to purchase any ATG LED Lighting products.