



**Bar Maid Corporation
2016 Minimum Advertised Price (MAP) Policy**

MAP pricing is intended to protect an equitable cost to price structure. As an industry leader in the manufacture of high quality Electric Glass Washers and Bar Blenders, this policy has been developed to help protect our premier brand image and dealer profitability.

Included Products

Minimum Advertising Pricing (MAP) policy applies to the following products:

- Bar Maid Model A-200 and SS-100 Electric Glass Washers
- Bar Maid BLE-100, BLE-110, BLE-200 and BLE-310 Electric Bar Blenders
- Bar Maid JUC-100 and JUC-200 Citrus Juicers
- Bar Maid GP-100 Glass Polisher

MAP Price Factor

A multiplier of **.57** times the current Bar Maid Corporation published list price determines MAP.

Example: A list price of \$196.00 X .57 = \$111.72 MAP

Net MAP price is exclusive of product. Dealer coupons, instant rebates, volume discounts, percentage discount, shipping or handling incentive or the use of seller's proprietary part number can not be used to circumvent the MAP. This policy does not restrict the actual sell price by the authorized seller. A change of Bar Maid Corporation published list price constitutes immediate necessary adjustment to net MAP prices.

This MAP policy applies to all print and internet advertising including any web browser search, authorized sellers home page, content on web site page within the authorized sellers site or domain or, if the authorized seller is conducting e-commerce through a third party website or domain, content of the third party websites or domains. MAP policy also applies to e-mail ads placed on other internet web sites including destination pages and third party web sites such as a portal websites or search engine listings, social media websites, shopping websites and auction web sites.

Encouragement

Dealers who make the conscious decision to discount below the Bar Maid Corporation established MAP price will be subject to one or more, but not limited to the following penalties at Bar Maid's discretion. Penalty will be effective from advertisement discovery through 3 months after the end of advertisement.

1st Non compliance: Authorized seller will receive a written notification and instructions to comply within 72 hours.

2nd Noncompliance: Authorized seller will receive a phone call instructing compliance within 24 hours.

3rd Non compliance: Authorized seller will be notified by phone that all off list dealer discount pricing will be suspended until Bar Maid deems seller is in current compliance. It is the dealers' responsibility to communicate when compliance has been met.

4th Noncompliance: Bar Maid reserves the right to discontinue any future off list dealer discount pricing.

All matters of interpretation and application of the terms of this MAP policy shall remain within the sole discretion of Bar Maid. Bar Maid reserves the right to adjust this program at any time.

Thank you for your continued support of Bar Maid and Glass Pro Products,

George E. Shepherd
President

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