



MINIMUM ADVERTISED PRICE (MAP) POLICY

This policy is intended to protect the integrity of the Red Lion brand and our channel partners by preventing individual distributors from advertising Red Lion products at any price **below our standard, currently published, list price**. For the purposes of this policy, advertising includes, but is not limited to, online promotions, web pricing, direct mail and all other forms of advertising media. A copy of our most recently published price list is available at <http://www.redlion.net/>

Red Lion offers high quality products that do not require extraordinary discounting. Our partners should feel comfortable going to market at our stated list price.

Failure to adhere to this policy may result in contract termination or modification to the agreed upon agreement between Red Lion and the Individual Channel Partner. Red Lion monitors adherence to this policy and moves to address non-compliance as such behavior is viewed to be detrimental to our brand, channel, and a violation to any existing agreement between Red Lion and Individual Channel Partner. In the event that such behavior is suspected in the marketplace, please contact Red Lion as soon as a potential violation is discovered so action can be taken promptly. Violations can be reported to your account manager or directly to Red Lion at insidesales@redlion.net.

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