



ACP, Inc.
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**ACP, Inc. Minimum Advertised Price Policy
November 3, 2014 Update**

The Minimum Advertised Price (MAP) policy applies to sales to end users of MenuMaster® and Amana® brand high speed combination ovens and microwave ovens. Effective November 3, 2014 the ACP, Inc. MAP policy no longer applies to the RMS10 microwave oven series. This policy will apply as new product models are released.

The objective of the policy is to assure that end users have access to dealers who provide value added services to end user purchasers such as accurate product information, consultative support during the product selection process and post-sale support. This policy only covers advertised prices. It does not restrict dealers from unilaterally determining final selling prices.

The ACP, Inc. MAP policy applies to both the Amana® and MenuMaster® brands. Advertised prices are to be 50% off the then current Suggested List Price as published by ACP for both brands (List Price x .50) with the exception of prices advertised through the GSA Advantage and E Mall websites, in which case advertised prices are to be 56% off the then current Suggested List Price (List Price x .44).

Dealer in-store promotional materials and price tags are not considered advertising under this policy.

Catalogs and internet dealer websites may not advertise a price lower than the MAP. Provided no price lower than the MAP or any indication of a lower price appears on a previous screen, they may show a selling price other than the MAP only on the final check out screen.

Password protected internet websites that limit viewing and purchases exclusively to registered users who have negotiated prices with the reseller are not considered advertising under this policy.

ACP will monitor dealers for compliance to the MAP policy. If a violation is detected we will contact the dealer and allow 72 hours to comply with the program. If the violation is corrected, no penalties will apply. If the violation is not corrected, ACP will suspend shipments to the dealer for 30 days or disqualify the dealer from receiving any incentive payments for the quarter during which the infraction takes place. Multiple infractions by a dealer in a single quarter will result in more serious penalties that may include extended suspension of shipments, disqualification from incentive payments for multiple quarters or termination.

If you have questions about the Minimum Advertised Price policy, contact the program administrator, Ann Ewoldt at awoldt@acpsolutions.com or 319.368.8134.