



## **US MINIMUM ADVERTISED PRICE (MAP) POLICY**

### **POLICY STATEMENT**

AbleNet believes in maintaining a well-regulated and fair marketplace for all its authorized resellers, dealers, and distributors. We appreciate that our success is tied to the accomplishments of our network of select authorized resellers. We also know that many of our resellers invest significant time and resources to deliver an excellent customer experience. We want to protect their ability to do so while at the same time discouraging price-based advertising that would be detrimental to our resellers' service and support efforts. As a result, AbleNet has established this Minimum Advertised Price ("MAP") policy effective April 1, 2021.

### **GENERAL GUIDELINES**

The products covered by this MAP policy are all products sold to qualified resellers by AbleNet. The MAP policy applies to advertised prices, not the price at which MAP products are actually sold or offered for sale to a customer. The MAP policy price is the MSRP of the AbleNet product, which is available at [www.ablenetinc.com](http://www.ablenetinc.com). AbleNet, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP policy at a price lower than the MAP.

### **ADVERTISING GUIDELINES**

The MAP policy applies to all advertisements of MAP products in any and all media, including but not limited to coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, social media sites, apps, or any other digital media.

It shall not be a violation of this MAP policy to advertise that a customer may "call for price" or "email for price," or to use similar language, specifically with respect to AbleNet products, so long as no price is listed.

### **POLICY ENFORCEMENT**

The MAP policy will be enforced by AbleNet in its sole discretion and without notice. AbleNet monitors the advertised prices of dealers. Dealers, distributors, and resellers have no right to enforce the MAP policy but may refer suspected violations to AbleNet. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law. AbleNet reserves the right to cancel any pending orders, restrict future orders, or suspend dealer's account if AbleNet reasonably believes a dealer has violated the provisions of this policy. Waivers to this MAP policy may be granted at AbleNet's sole discretion. All questions related to this MAP policy should be directed in email to: [customerservice@ablenetinc.com](mailto:customerservice@ablenetinc.com)