

## Minimum Advertised Price (MAP) Holidays

FIREDISC, INC. ("FDC") has built a strong reputation and following among the end-user consumers of our products. In order to preserve our reputation for providing customers with high value products and strong after-sales supports, and to further enhance our image and competitiveness in the marketplace, FDC has unilaterally established a policy of minimum advertised price ("MAP") standards for FDC products.

The FDC MAP (or the MAP) policy will apply to all U.S. and Canadian dealers, distributors and resellers. The MAP policy shall work under the following guidelines:

1. MAP Holiday – All dealers, distributors and/or resellers will be granted seven (7) optional MAP Holidays throughout the year. The MAP Holidays for all FDC's products shall be discounted ("Discount") no more than fifteen percent (15%) off Manufacturer's Suggested Retail Price (MSRP) ("Discount"). The seven (7) optional MAP Holidays begin the following days, and not to exceed seven (7) days in total. No credits on discounted ("Discount") rollbacks during the MAP Holidays will be repaid by FDG as participation in these optional MAP seven (7) MAP Holidays are at the dealers, distributors and/or resellers discretion.

<u>MAP Holidays:</u>	<u>When:</u>	<u>Length:</u>
1	Six (6) days before March 31 <sup>st</sup> .	Seven (7) days
2	Six (6) days before Memorial Day.	Seven (7) days
3	Six (6) days before Father's Day.	Seven (7) days
4	Six (6) before the 4 <sup>th</sup> of July.	Seven (7) days
5	Six (6) days before Labor Day.	Seven (7) days
6	Six (6) days before October 7th.	Seven (7) days
7	Six (6) days before Cyber Monday.	Seven (7) days

1. MAP Holidays will run Sunday through the following Sunday but shall not last longer than seven (7) days. Upon prior written notice and approval by FDC, all dealers, distributors and/or resellers may be granted the option to move their MAP Holidays. FDG SALES PERSONNEL OR OTHER EMPLOYEES HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THE TPS POLICY. Therefore, all questions or comments regarding the TPS Policy are to be directed to the administrator of the TPS Policy at FIREDISC, 25145, STE 1103, Katy, TX 77494. Modifications of the MAP Holiday Policy shall be made available on the FDC website at [www.firedisccookers.com](http://www.firedisccookers.com).