



Antennas Direct Authorized Dealer Program Minimum Advertised Price Policy

Antennas Direct, Inc. ("Antennas Direct") has unilaterally adopted this Authorized Dealer Program and Minimum Advertised Price Policy ("MAP Policy"), which shall apply to dealers, and resellers, including catalog and internet retailers, (collectively, "Resellers"). In recognition of the worldwide reach of Internet advertising, Antennas Direct has adopted this MAP Policy in order to promote the quality of Antennas Direct branded products, preserve individual pricing decisions, and encourage the successful sale of Antennas Direct product in all channels of trade.

This MAP Policy shall apply to those products listed on the current Antennas Direct Price List. The products and MAP may be changed from time to time at Antennas Direct's sole discretion. Resellers are responsible for remaining current with products and pricing. Antennas Direct products not specifically identified on the Price List are not subject to this MAP Policy.

Resellers remain free to establish their own advertised and resale prices and independently decide whether or not to follow this MAP Policy. However, Antennas Direct will, without assuming any liability, impose sanctions on any Resellers in violation up to and including: revocation of authorized dealer status, cancellation of open/future orders, and forfeiture of any customer program funds that may exist. Violations of MAP Policy shall be determined by Antennas Direct in its sole discretion. Minimum Advertised Price shall include, but not be limited to, any price represented on Reseller's webpage and shopping cart. In addition, subtracting shipping charges from the Minimum Advertised Price constitutes a violation of this MAP Policy.