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CTA Digital Unilateral Minimum Advertised Price Policy (MAP)

In an effort to promote and preserve the quality and value of CTA Digital's innovative products and brand, CTA Digital, Inc ("CTA") has established this Minimum Advertised Price ("MAP") Policy for CTA products ("Products").

This policy shall apply to all authorized dealers and resellers, including catalog and internet retailers, (collectively, "Resellers").

The MAP policy shall apply to selected CTA products, which may be changed from time to time at CTA's sole discretion. Resellers are responsible for remaining current with products and pricing.

CTA 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 CTA 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.

CTA has adopted this unilateral MAP policy in order to protect and strengthen the standing of CTA branded products, maintain individual pricing decisions, and encourage the successful sale of CTA products fairly in all channels of trade.