



Minimum Advertised Pricing Policy/Agreement

SPARKLE DUST LIGHTS CORP actively supports the advertising and promotion of its products by its domestic dealers and sales representatives through materials provided by SPARKLE DUST LIGHTS CORP at no or nominal cost. Effective Monday, February 23rd, 2015, a **NEW** Minimum Advertised Price (MAP) on all SPARKLE DUST LIGHTS CORP products will be in effect. This policy applies only to U.S. and Canadian dealers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and sought after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

The MAP policy shall work under the following guidelines:

1. The MAP for all SPARKLE DUST LIGHTS CORP products shall be no more than **3%** less than the MSRP price provided in the Sparkle Magic Retail Price Book and on Appendix A of this document. MAP pricing is established by SPARKLE DUST LIGHTS CORP and may be adjusted by SPARKLE DUST LIGHTS CORP at its sole discretion.
2. The MAP policy applies to all advertisements of SPARKLE DUST LIGHTS CORP products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. The inclusion in advertising of free or discounted products (whether made by SPARKLE DUST LIGHTS CORP or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. SPARKLE DUST LIGHTS CORP dealers and sales representatives remain free to sell these products at any prices they choose.
5. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer SPARKLE DUST LIGHTS CORP products at any price in excess of the MAP.
6. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
7. SPARKLE DUST LIGHTS CORP's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
8. Dealer agrees to hold all trademarks of Sparkle Magic as the property of Sparkle Magic and use advertising materials provided by Sparkle Magic in an authorized manner only.
9. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. SPARKLE DUST LIGHTS CORP does not intend to do business with dealers or sales representatives who degrade the image of SPARKLE DUST LIGHTS CORP and its products. SPARKLE DUST LIGHTS CORP will not provide prior notice or issue warnings before taking any action under this policy.

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This MAP policy has been established by SPARKLE DUST LIGHTS CORP to help ensure the legacy of SPARKLE DUST LIGHTS CORP as a top producer of high performance, high quality, products and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for SPARKLE DUST LIGHTS CORP customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Sales representatives of SPARKLE DUST LIGHTS CORP products will supply a copy of the SPARKLE DUST LIGHTS CORP MAP policy to any new or existing reseller to be filled out, acknowledged and returned to SPARKLE DUST LIGHTS CORP. This form shall be signed and returned to SPARKLE DUST LIGHTS CORP and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

APPENDIX A

Product	MSRP	MAPP
GLI3 – Green Laser Illuminator	\$129.00	\$125.13
BLI3 – Blue Laser Illuminator	\$129.00	\$125.13
RLI3 – Red Laser Illuminator	\$129.00	\$125.13
DCG1 – DC Green Laser Illuminator (Available 05/15)	\$149.00	\$144.53
DCB1 – DC Blue Laser Illuminator (Available 05/15)	\$149.00	\$144.53
DCR1 – DC Red Laser Illuminator (Available 05/15)	\$149.00	\$144.53
ACG1 – Commercial AC Green Laser Illuminator (Available 02/15)	\$169.00	\$163.93
ACB1 – Commercial AC Blue Laser Illuminator (Available 06/15)	\$169.00	\$163.93
ACR1 – Commercial AC Red Laser Illuminator (Available 06/15)	\$169.00	\$163.93

I agree to abide by the aforementioned MAPP policy by affixing my signature below:

Dealership name _____

Dealer Principal Name printed _____

Dealer Principal Signature _____

Date _____

Dealer Address _____

Sparkle Dust Account Number _____

Phone _____

Email _____

Website URL _____

AMAZON STORE NAME _____

Ebay Store Name _____