



May 21, 2013

Universal Power Group (UPG, Inc) Minimum Advertised Pricing Policy

Thank you for your business and support of UPG products. At UPG, we have worked hard to develop a great reputation for offering outstanding value at extremely reasonable prices for quality products. However, the perceived value our brands is quickly eroded when advertised pricing is substantially below MSRP, which in the long run makes it more challenging for you to maximize your profits.

In an effort to maintain the value of our brands, we have instituted a Minimum Advertised Pricing Policy (MAP) for all authorized online resellers. This policy will be effective June 1st, 2013. We are limiting the number of parts initially affected and believe this policy will allow you to still discount product while maintaining strong brand perception. Beginning June 1st, 2013, online resellers not in compliance will receive a warning with a 24 hour grace period to fall into accordance with our policy. If pricing is not modified online within a 24 hour period, a second notification will be sent in addition to an increased pricing schedule. If notifications are ignored, UPG will cease shipping product to the reseller, or on behalf of the reseller.

The Following Items will be subject to this new policy:

Part	MAP Price	Retail
UB645	\$9.99	\$12.09
UB670	\$14.99	\$18.29
UB685	\$19.99	\$26.69
UB6120	\$19.99	\$30.29
UB6130 TOY	\$23.99	\$39.99
UB1208	\$16.99	\$22.99
UB1213	\$13.99	\$15.79
UB1250	\$14.99	\$21.79
UB1270	\$17.99	\$31.49
UB1272	\$18.25	\$32.69
UB1280	\$18.99	\$33.89
UB12150	\$37.99	\$54.39
UB12180	\$39.99	\$60.49
UB12350	\$64.99	\$108.89

We appreciate your cooperation and understanding. If you have any questions or concerns, please do not hesitate to contact your sales specialist directly.

Sincerely,
UPG Sales

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