

June 24, 2020

Dear Valued Dealer,

CenturionPro Solutions Inc. (CP) has adopted a Minimum Advertised Price (MAP) policy to ensure integrity in our pricing and profitability for our retail partners. All CP products are covered by our MAP policy, and new models will be added as they are released. MAP pricing is as per our Dealer Price list.

- MAP pricing is established by CP and may be adjusted by CP at its sole discretion.
- MAP policy applies to all advertisements of CP products in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage. Online auctions must have a “buy-it-now” or “starting” price no lower than MAP. This MAP policy is not applicable to in-store advertising.
- Effective July 1st, 2020, online in-cart discounts and electronic coupon codes must not exceed 6% of MAP pricing.
- MAP applies only to advertised prices and does not apply to the price at which the products are sold or offered for sale to an individual consumer within the dealer’s retail location, or over the telephone. CP dealers remain free to sell CP products at any price they choose.
- CP MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices”, or that they “will meet or beat any competitor’s price”, that consumers should “call for a price”, or similar verbiage, as long as the price advertised or listed for CP product is not lower than MAP.
- In the event that a dealer’s pricing violates CP MAP policy, that dealer will be notified and have 3-days to comply with MAP pricing and respond to our notification.

Thank you for your continued support. We appreciate your business and look forward to a successful future together.

CenturionPro Solutions Inc.