

**CASTALIA OUTDOORS**  
**MINIMUM ADVERTISED PRICE POLICY**

*Effective September 17, 2009*

To insure that our product image and quality is maintained, Castalia Outdoors, Inc. has unilaterally adopted this Minimum Advertised Price ("MAP") Policy and it will be enforced on selected products which shall apply to distributors and retailers, including catalogs and internet retailers (collectively, "Resellers") who resell Castalia Outdoors products to end users located in the U.S. and Canada - void where prohibited by law.

The MAP Policy shall work under the following guidelines:

1. LIST PRICING - The MAP Policy shall apply to our LIST PRICE as maintained on our web page <http://www.castaliaoutdoors.com/list> or an updated printed paper copy can be obtained by calling (863)635-7238. Prices are listed in United States Dollars (USD) and must be recalculated to equivalent Canadian Dollars (CAD) for Canada Resellers. A discrepancy of 2% is allowed for resellers pricing standards and/or currency conversion. MAP pricing is established by Castalia Outdoors for selected products and may be adjusted by Castalia Outdoors at its sole discretion.

2. ADVERTISED PRICING - This MAP Policy 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 Resellers retail location or over the telephone. Castalia Outdoors Resellers remain free to sell the selected MAP products at any prices they elect.

3. ADVERTISING MEDIA - The MAP Policy applies to all advertisements of selected Castalia Outdoors products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including websites, email newsletters, email solicitations, 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. In-store displays, point-of-sale signs, hangtags or bar codes, or similar marks on products or product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any "check-out page" of any Reseller's website or related internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller's website.

4. PRICING DISPLAY - If pricing is displayed in advertising media, any strike-through or other alteration of the Minimum Advertised Price is prohibited. The 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 competitor’s 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.

5. MAXIMUM PRICING - The MAP Policy does not establish maximum advertised prices. All Resellers may offer Castalia Outdoors products at any price in excess of the MAP established for such products. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.

6. PRODUCT PROMOTIONS - From time to time, Castalia Outdoors may instigate promotions for products covered by the MAP Policy because the products are being modified and/or discontinued. In such events, Castalia Outdoors reserves the right to modify or suspend the MAP with respect to the affected products and further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 30 days advance notice posted on our MAP Policy web page; <http://www.castaliaoutdoors.com/list>

7. VIOLATIONS - Castalia Outdoors will check compliance with this policy through a monitoring service which reports daily. In cases of violation of the MAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance or Castalia Outdoors will suspend supplying products to the Reseller for a minimum of 30 days. In cases of intentional and/or repeated failure to abide by this policy, Castalia Outdoors will terminate all orders from the Reseller indefinitely. Castalia Outdoors may not provide prior notice or issue warning before taking action under this policy.

8. CHANGES TO POLICY - No oral communications about this policy are authorized. The foregoing MAP Policy and any MAP Product Listing is subject to modification or discontinuance by Castalia Outdoors, in its sole and absolute discretion, at any time. Any action taken by Castalia Outdoors under this policy shall be without liability to Castalia Outdoors. This MAP Policy is solely Castalia Outdoors’s decision and responsibility. No employee or sales representative of Castalia Outdoors has any authority to modify this policy and any action of any person, which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid.

Any questions about this policy should be in writing and directed to [policy@castaliaoutdoors.com](mailto:policy@castaliaoutdoors.com) or mailed to:

**Castalia Outdoors**  
**P.O. Box 1107**  
**Frostproof, FL 33843-1107**

9. CONFIRMATION - Distributors of Castalia Outdoors products will supply a copy of Castalia Outdoors MINIMUM ADVERTISED PRICE POLICY to any new or existing retail Reseller to be filled out, acknowledged and returned to Castalia Outdoors. This form shall be signed and returned to Castalia Outdoors and in doing so, will bind the Reseller to abide by the MAP Policy and Reseller Castalia Outdoors requirements spelled out in this document.

Please indicate your understanding of this policy and your willingness its terms and conditions by printing and completing this easy form.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Date: \_\_\_\_\_

**Castalia Outdoors, Inc.**  
**P.O. Box 1107, Frostproof, FL 33843-1107**  
**Phone: 863-635-7238 • Fax: 863-635-7392 • [www.castaliaoutdoors.com](http://www.castaliaoutdoors.com)**