

StreetGlow, Inc. Minimum Advertised Price (MAP) Policies

MAP is an Agreement into which all legitimate Street Glow, Inc. ("Street Glow") authorized retailers ("Dealers") voluntarily enter. It describes a portion of the relationship that Dealers share with an authorized Street Glow supplier or an official Street Glow distribution arm designated by the manufacturer. According to such Agreement, Retailers may sell MAP restricted items for any price, but may not display (in any print or online advertising) a price below the Minimum Advertised Price.

Dealers must adhere to MAP policies. It is the right way to do business. Such adherence guarantees customers of the Dealer will receive proper and prompt service from Street Glow if needed, as well as first notice of release on exciting new model launches. These launches often hit the market in extremely limited quantities known throughout the industry as "allocations". Dealers that do not abide by MAP pricing policies are generally ineligible for such discounts, not to mention post sale service.

Please respect this MAP Agreement. Whenever the scope of this Agreement provides for a transactional selling price below MAP, Street Glow will make those prices available to Dealers in an expedient manner.

In accordance with Street Glow, Inc. printed distribution requirements.

- A) Dealer must be a legitimate auto parts or mobile electronics entity, with customer access for product display and purchase.
- B) Dealer must maintain an acceptable cross section and adequate quantities of Street Glow product.
- C) Dealer will make available for consumer purchase any Street Glow product in a mutually agreed upon fashion. In addition, Dealer will provide needed technical support and will process defective or consumer satisfaction returns. Any returns are handled through the Street Glow distributor where product was originally purchased.
- D) Dealer shall give its best effort to advertise, display or market Street Glow products to the consumer.
- E) Pricing in reseller advertisements must be equal to or higher than the MAP reflected in current Price List. An advertisement where no pricing is shown is considered to be in compliance.
- F) Deviations of up to one dollar (\$1.00) above or below MAP are allowable to accommodate various reseller pricing practices.
- G) Specific product(s) or model(s) by SKU or model numbers must be designated in advertisements.
- H) Two or more Street Glow products advertised and sold together may not be advertised at less than the combined MAP of the two Products.
- I) Advertisements which show Street Glow products bundled with any other products must be submitted to Street Glow for approval.

Recognized Trade / Distribution Discounts

- A) Trade discount is PBL30. This is known as “Dealer” level.

Co-Op Advertising Allowance

- A) A 5% conditional allowance is available through Street Glow, Inc. Co-Op Allowance Policy. Request for allowance must be presented to the warehouse distributor that you purchase Street Glow, Inc. Products from.

NOTE: Non-compliance with any point within this MAP Agreement will void such discount.

Co-Op Advertising & Promotion Policy

- A) Dealer must maintain an acceptable cross section and adequate quantities of StreetGlow product.
- B) Dealer shall give its best effort to advertise, display or market StreetGlow products to the consumer
- C) **Retail advertisement reference a price that is MORE THAN 15% below the Street Glow manufacturer suggested retail pricing (MSRP) violates this MAP Agreement.**

Violation of Street Glow Minimum Advertised Pricing (MAP) Policies.

- If Dealer is in material violation of the Street Glow MAP Policy, the Dealer and the distributors from whom the Dealer purchases will forfeit - discounts, and risk removal from the “Street Glow Referral System” until the violation is corrected.
- Street Glow will demand that violations of MAP policies by internet or ecommerce businesses to be corrected within seven calendar days. Where print or visual advertising methods are employed Street Glow will require correction in the next earliest edition (or timeslot) after notification of violation to maintain available discounts.
- Street Glow acknowledges that the Dealer and Distributor is free to advertise, sell or give away product at their sole discretion and at a price at their sole determination., but agree that practices in violation of MAP policies may result in exclusion from any and all Trade/Co-Op incentives, and may subject the Dealer or Distributor to removal from the Street Glow Referral System.