



Live Fire Drill Cards™ MAP AGREEMENT

MAP Policy

Live Fire Drill Cards™ (LFDC) is focused on maintaining high margins for our wholesale customer network. In recognition of the investment in time and resources required for our wholesale customers to provide the level of customer service and product knowledge expected from our mutual customers. LFDC is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. LFDC has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of LFDC products. All Live Fire Drill Cards™ Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

Live Fire Drill Cards™ MAP Policy Guidelines for all Products

- 1) MAP pricing for all Live Fire Drill Cards™ products can be found on the website as www.livefiredrillcards.com retail pricing. All advertised prices must be at or above MAP for all LFDC products if a MAP price has been established by LFDC. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.

Resellers are also responsible for ensuring LFDC advertised pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price. LFDC MAP policy for all products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons. The MAP policy is not applicable to:

- 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store.
- 2) Any email newsletters sent to your customer database.



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From time to time, LFDC may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, LFDC reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Pricing Statements

LFDC MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as “Call for Price” or “Call for Quote.”

Free Offers Associated with Live Fire Drill Cards™ Product

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP policy.

All Live Fire Drill Cards™ Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of LFDC MAP Policy. Advertised price must always be at MAP or higher.

Failure to Comply with the MAP Policy

At the sole discretion of LFDC failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all LFDC products both direct as well as through distribution.

Live Fire Drill Cards™ will utilize the following steps to resolve MAP violations:

1. Any and all dealers selling LFDC products which have not signed a LFDC MAP Policy agreement are classified as Unauthorized Resellers.
2. Distributors of LFDC are required to provide a signed MAP agreement from any dealer selling LFDC products prior to allowing their dealer to sell LFDC products. Unauthorized dealers should not be sold to or provided a feed from any distributor whatsoever.



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3. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
 1. First Violation: Authorized Reseller's account will be put on hold temporarily and a written warning will be provided. Upon correction and following 30 days of compliance, violation will then be cleared.
 2. Second Violation: Authorized Reseller's account will be put on hold indefinitely. Reinstatement will be at the sole discretion of LFDC with no obligation to provide rationale for decision.

*** Live Fire Drill Cards™ retail prices are defined as the product retail prices on the company website www.livefiredrillcards.com and current price list. If retail pricing changes, LFDC will communicate the change with a new price list by letter or email.***

RESELLER SHALL NOT PROMOTE, MARKET, ADVERTISE, OFFER TO SELL OR SELL ANY PRODUCT ON OR THROUGH ANY ONLINE MARKETPLACE OR AUCTION SERVICE (i.e. EBAY, AMAZON MARKETPLACE OR LIKE WEBSITES), EXCEPT AS MAY BE EXPRESSLY CONSENTED TO BY LFDC IN WRITING AND IN ADVANCE, AND IT BEING UNDERSTOOD THAT LFDC MAY WITHDRAW ITS CONSENT AT ANY TIME.



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MAP Policy Confirmation Agreement

This Live Fire Drill Cards™ MAP Policy and Confirmation Agreement is made on this date of _____, by and between, LFDC and _____.

Live Fire Drill Cards™ places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of LFDC products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Live Fire Drill Cards™ products.

Read and Understood: Authorized Reseller

Company Name _____

Address _____

City _____ State _____ Zip _____

Web URL _____

Authorized Reseller Representative

Name _____ Signature _____

Title _____ Date _____

Email _____ Phone _____