

Roadpost MAP Policy for ZOLEO

Roadpost recognizes that ZOLEO's success is tied to the considerable efforts and investments of our authorized dealer network. In order to discourage price-based advertising that would negatively impact those efforts, Roadpost has unilaterally established this Minimum Advertised Price ("MAP") Policy for ZOLEO. Roadpost has the sole authority to establish the MAP price and reserves the right to limited time MAP holidays or to modify this policy at any time.

Country	Product Name	Item Number	UPC/GTIN	MAP
USA	ZOLEO Messenger	ZL1000	820712000002	USD \$199.00
Canada	ZOLEO Messenger	ZL1000	820712000002 820712000019	CDN \$269.00

Roadpost has the right to discontinue doing business with any dealer if that dealer (or any retailer or reseller that has purchased a MAP product from such dealer) advertises any product covered by this MAP Policy at a price lower than the MAP outside of a MAP holiday window. Any discounting of the MAP including, without limitation, advertising, offering or providing coupons, gift cards, rebates, bundling with additional products, or payment of sales tax for the customer - will be regarded as a violation of this policy if the net retail price is less than MAP after deducting the value of the coupon, rebate, gift card, accessory, bundled product or covered sales tax.

This policy applies to all forms of advertising including mailings, catalogs, display at consumer exhibitions and shows, and any and all other forms of advertising media, including, without limitation, the Internet and any other electronic network. Any price information relating to ZOLEO products on an Internet website which can be accessed directly through any hypertext link or by any other method which uses the hypertext protocol (http) is considered to be advertising for purposes of this policy. Dealers are responsible for ensuring their pricing is at or above MAP on Internet search engines. In addition, authorized dealers must not sell or offer for sale any current ZOLEO products via any Internet auction website. Electronic mail sent in response to customer inquiries is not considered advertising.

This policy only addresses advertised prices and does not relate to actual sale prices of any item. Neither Roadpost employees nor its contracted representatives are permitted to discuss or in any way influence the pricing policies of its authorized dealers.

Policy Enforcement

If any dealer fails to meet the standards defined in this policy, Roadpost may, at its sole discretion:

- Refuse to sell the reseller future orders of ZOLEO products
- Refuse to ship current orders for ZOLEO products
- Terminate authorized dealer status

This Minimum Advertised Price (MAP) Policy is applicable in the USA and Canada.