

Policy Regarding Minimum Advertised Pricing (MAP)

AM actively supports the advertising and promotion of its products by its dealers through materials provided by AM at nominal or no cost. AM has built a strong reputation and following among consumers. AM has determined that it shall not support advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of AM products.

Effective January 1, 2006, AM has established a minimum advertised price ("MAP") on all AM products. The policy applies only to U.S. and Canadian dealers.

The MAP policy shall work under the following guidelines:

1. MAP pricing is established by AM for all its products. MAP pricing shall be provided to all AM dealers in written form and may be adjusted by AM at any time and in its sole discretion.
2. The MAP policy applies to all advertisements of AM products in any and all media, including without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. MAP applies only to advertised or listed 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 dealer's retail location or E-commerce site. AM dealers remain free to sell these products at any prices they elect.
4. MAP does not establish maximum advertised prices. All dealers may offer AM products at any price in excess of the MAP established for such product.
5. AM's MAP policy does not in any way limit the ability of any dealer to advertise that 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.
6. From time to time AM may discontinue products or engage in promotions with respect to certain products. AM reserves the right to modify or suspend the MAP with respect to the affected products by notifying all dealers of such change. AM further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to the dealers, provided that such changes shall apply equally to all AM dealers.
7. Intentional and/or repeated failure to abide by this policy will result in termination of AM dealership status. AM does not intend to do business with dealers who degrade the image of AM and its products. AM will not provide prior notice or issue warnings before taking any action under this policy.
8. The terms of this MAP policy are confidential and should not be disclosed to other parties.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Retailer Name

Date

Authorized Representative Signature

Print Name of Authorized Rep.



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